

# Banner Advertising Contract

WWW.CAIONLINE.ORG



ADVERTISER \_\_\_\_\_

CONTACT \_\_\_\_\_

TITLE \_\_\_\_\_

MAILING ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

DAYTIME PHONE \_\_\_\_\_

FAX NUMBER \_\_\_\_\_

E-MAIL ADDRESS \_\_\_\_\_

WEBSITE \_\_\_\_\_

CAI MEMBERSHIP NUMBER \_\_\_\_\_

TYPE OF COMPANY \_\_\_\_\_

AGENCY NAME \_\_\_\_\_

CONTACT \_\_\_\_\_

TITLE \_\_\_\_\_

MAILING ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

DAYTIME PHONE \_\_\_\_\_

FAX NUMBER \_\_\_\_\_

E-MAIL ADDRESS \_\_\_\_\_

WEBSITE \_\_\_\_\_

## FREQUENCY RATES (CIRCLE ONE):

	3 Mos	6 Mos	9 Mos	12 Mos
Member	\$625	\$1,145	1,770	2,290
Non-member	\$750	\$1,350	2,000	2,595

Ad Size (check one)  180 pixels wide x 150 high (40K Max.)  
 234 pixels wide x 60 high (30K Max.)

Start Date: \_\_\_\_\_

Total: \$ \_\_\_\_\_

## PAYMENT:

Check enclosed (Make payable to CAI)

Please charge my:

AmEx  Discover  MasterCard  Visa

Card Number \_\_\_\_\_

Exp. Date \_\_\_\_\_

Billing Address \_\_\_\_\_

City/State/Zip+4 \_\_\_\_\_

Cardholder Name \_\_\_\_\_

Signature \_\_\_\_\_

FOR CAI USE ONLY Payment rec'd: _____ Start date: _____ End date: _____ Placement: _____
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## ADVERTISING POLICIES:

**Duration of the Agreement:** Advertisement will commence on a start date to be mutually agreed upon by the advertiser and CAI's advertising department. Advertising commitments are valid in designated increments from the date of initial posting.

**Payment Terms:** The advertiser agrees to pay the contract amount in full prior to the start date. This fee is non-refundable and will not be pro-rated should the advertiser decide to discontinue the display of the advertisement at any time prior to the end of the contract period.

**Service Interruption/Limits of Liability:** Advertiser agrees to not hold CAI responsible for any liability, loss, cost, claim, damage, or causes of action of any kind that it may suffer as a result of the transactions contracted herein, including but not limited to loss resulting from service delays and incomplete or interrupted service, regardless of cause or fault. CAI's liability is limited to extension of contract by period of time ad failed to display.

**Rates:** Member rates apply only if membership is maintained throughout the duration of the contract.

The advertiser is responsible for providing all information and digital artwork to meet specifications. CAI reserves the right to determine the suitability of all ads submitted for distribution, and to reject advertising that does not meet its editorial or digital criteria. **Ads must be GIF, PNG, SWF\* or JPEG graphic files.** Maximum of 8 second animation and 3 loops. Please include a stop action at the end of file for a clean transition. Changes to ads may be made after each three-month contract unit only. Please contact Marc Ingram at (703) 797-6254 for placement options before sending graphic files.

Advertiser's agreement to terms and policies specified above:

SIGNATURE \_\_\_\_\_ TITLE \_\_\_\_\_ DATE \_\_\_\_\_

Accepted by CAI:

SIGNATURE \_\_\_\_\_ TITLE \_\_\_\_\_ DATE \_\_\_\_\_

\*If sending Flash (swf) ad, please follow instructions at <http://www.banmanpro.com/support/flashclick.asp> to add click tracking to your ad. You may opt to provide an alternate image banner for people who do not have Flash enabled on their computer.