

# banner advertising

WWW.CAIONLINE.ORG

\_\_\_\_\_  
ADVERTISER

\_\_\_\_\_  
CONTACT

\_\_\_\_\_  
TITLE

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

\_\_\_\_\_  
CITY STATE ZIP+4

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

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

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

\_\_\_\_\_  
URL

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

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

\_\_\_\_\_  
CONTACT

\_\_\_\_\_  
TITLE

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

\_\_\_\_\_  
CITY/STATE/ZIP+4

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

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

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

\_\_\_\_\_  
URL

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

**FREQUENCY RATES** *(circle one)*

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

Ad Size is 180 pixels wide x 150 high (40KB max.)

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

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

**PAYMENT**

**Check enclosed** (Make payable to CAI)

**Charge:**  American Express  MasterCard  Visa  Discover

\_\_\_\_\_  
CARD NUMBER EXP. DATE

\_\_\_\_\_  
BILLING ADDRESS

\_\_\_\_\_  
CITY/STATE/ZIP+4

\_\_\_\_\_  
CARDHOLDER NAME

\_\_\_\_\_  
SIGNATURE

**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 nonrefundable and will not be prorated 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 before the start of the contract. 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 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. Please contact Marc Ingram at (888) 224-4321 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

