



North American Nature Photography Association

10200 West 44th Avenue, Suite 304, Wheat Ridge, CO 80033

Phone: (303) 422-8527 FAX: (303)422-8894

info@nanpa.org www.nanpa.org

NANPA Website Advertising Information & Rates

General Information:

NANPA's website offers banner advertising opportunities to individuals and organizations providing services and products for those concerned with nature photography, the photographic industry and environment. Our ad program allows us to offer cost effective and flexible campaigns for your products or services.

Website Visibility:

NANPA's website is a premier stop for web users searching for nature photography information. We enjoy top 10 search engine placement for "nature photography" at major search engines and portals such as Google, Alta Vista, Yahoo, Northern Light, Ask Jeeves and many others. On average, NANPA's website serves about 120,000 page views per month.

Programs:

Different programs are available for your banner advertising depending on your specific needs. Following is a list of features for each program.

Number of Impressions – Your ad is run until it has been displayed for the number of impressions you have purchased. You will be sent email notification at the end of the campaign with a recap of the banner statistics.

Time Specific – Your ad is run until a specific expiration date is reached. The Cost of your campaign is controlled by the length of time you wish to run it. You will be sent email notification at the end of the campaign with a recap of the banner statistics.

High Visibility Option – Along with the two programs listed above, we offer a "high visibility" option for your banner ad. Normally, banner ads are selected and displayed on our website on a purely random basis, all ads have an equal chance to appear. However, we can "weight" any individual ad to be selected more frequently. This increases the number of times your ad is selected and displayed. There is a fixed surcharge for running "high visibility" ads.

Guidelines:

- Banner ad images must be either GIF or JPEG format and exactly 468 x 60 pixels.
- GIFs may be static or animated, but animated GIFs may not repeat more than 2 times.
- Image file size may not exceed 32,768 bytes.
- No javascript is allowed in the link URL for the banner ad.
- NANPA may reject ads that it deems inappropriate.

Rates:

Number of Impressions - \$50.00 per 1000 impressions

Time Specific - \$50.00 per month (one month minimum, one year maximum)

High Visibility Option – Add 50% to the above figures



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NANPA Web Advertising Contract

Advertiser: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

I hereby direct NANPA to place advertising on its website on my behalf according to the following specifications:

- Run my ad for the following number of impressions: _____ (\$50.00 per 1,000)
- Run my ad from _____ until _____ (\$50 per month)
- I choose to purchase the high visibility option YES NO (add 50% to above)
- I wish NANPA to serve the ad graphic on its own web server YES NO
(if yes, please email your graphic to the address below)
(if no, please supply the full URL to your ad graphic):

Rate per ad: \$ _____

Discount (if applicable): \$ _____

Number of ads X : _____

Total due with this order: \$ _____

Payment Information:

Check VISA MasterCard American Express Discover

Credit Card #: _____ Exp. Date: _____

Name on Card: _____

Signature: _____

I hereby represent that I am authorized to act on behalf of the named advertiser and that I/we will meet all obligations, contractual, legal or otherwise.

Mail completed form to:

NANPA

Attn: Amanda Pocsik

10200 West 44th Avenue, Suite 304

Wheat Ridge, CO 80033

Email ad graphics to: advertising@nanpa.org

For additional information or questions, email Amanda Pocsik: apocsik@nanpa.org