



**IMATA.ORG & IMATA.ORG/CONFERENCE
MAIN PAGE
FEATURE STACKER BANNER:**
1020x445; Limit 2

**IMATA.ORG & IMATA.ORG/CONFERENCE
SUBPAGE BANNER:**
800x150
Offered on select pages of the site including:
Careers, Trainer Tools, Event Details & Plan Your Trip.
Only three banners per page, first come, first available.

WEB BANNER AD SIZES & PRICING (ON IMATA.ORG & IMATA.ORG/CONFERENCE)

	WIDTH	HEIGHT	1 MONTH	3 MONTH	6 MONTH	1 YEAR
HOME PAGE - FEATURE STACKER						
Banner Size	1020 pixels	445 pixels	Member = \$650 Non-Member = \$1,050	Member = \$1,755 Non-Member = \$2,835	Member = \$3,315 Non-Member = \$5,355	Member = \$6,240 Non-Member = \$10,080
SUB PAGE BANNER						
Banner Size	915 pixels	150 pixels	Member = \$350 Non-Member = \$550	Member = \$945 Non-Member = \$1,485	Member = \$1,785 Non-Member = \$2,805	Member = \$3,360 Non-Member = \$5,280

WEB BANNER REQUIREMENTS

- JPG or GIF only.
- RGB color mode and 72dpi resolution
- File names **MUST** contain advertiser name or abbreviation. NO GENERIC file names (for example: my_ad.jpg)
- Please use three-letter extension on all file names.
- For Home Page Feature Stacker ads, please note that a portion of your ad will be covered by the Conference Countdown box. See YOUR AD graphic above.

A NOTE ABOUT IMATA.ORG/CONFERENCE

IMATA's Annual Conference changes location each year. For this reason, the Conference website is refreshed on an annual basis to reflect the flavor of the area in which the Conference will be held.

To find out where the next IMATA Conference will be held, contact Chris Scullion at sponsorship@imata.org or 619-865-7585.

ADVERTISING BENEFITS: THE FACTS

- Reach over 1,700 IMATA members on imata.org.
- Total number of facilities with members in IMATA = more than 200.
- The annual IMATA Conference promoted at imata.org/conference draws 450-650 attendees every year. Many others visit the website to learn about the event.
- Your ad will link directly to your website to allow interested parties to easily transition to learn more about what you have to offer or make a purchase.
- IMATA's websites attract more than 4,500 unique visitors every month.



**SOUNDINGS MAIN PAGE
FEATURE STACKER BANNER:**
630x380; Limit 2 Includes Banner Graphic,
Short Title, Short Description and
Link to Website.

\$1,000

**SOUNDINGS MAIN PAGE
SIDE COLUMN BANNER:**
298x180
Limit 1

\$850

**SOUNDINGS REGIONAL REPORTS
REGIONAL AD:**
298x105
Limit 1 per Region

\$500

**SOUNDINGS REGIONAL REPORTS MAPS
PRESENTING SPONSOR:**
Your Logo on the map and all Regional
Reports pages as presenting sponsor. Limit 1

\$1,000

SOUNDINGS SUBPAGE BANNER:
940x90
Limit 1 per subpage, 8 subpages available.

\$500

[+]

PRODUCT PROFILE VIDEO UPGRADE:
Link to a short video commercial that
explains your product or services.
Product Profile Video Upgrade must be
purchased in combination any other
Soundings advertising option. Video must be
provided as a YouTube link to be included on
the IMATA Soundings website.

Total cost for any advertising option along
with this video upgrade:

\$2,500

WEB BANNER REQUIREMENTS

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- RGB color mode and 72dpi resolution
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- Please use three-letter extension on all file names.

FEATURE BANNER

- In addition to the above, please include a text file along with your ad, containing the following:
- Brief Title (3-5 words)
- Short Description (up to 35 words)
- Link to Website

REGIONAL REPORT MAP PRESENTING SPONSOR

- Send your logo (vector EPS or PDF preferred) along with the link to your website.

ADVERTISING BENEFITS: THE FACTS

- IMATA's *Soundings* magazine is published quarterly and distributed to the more than 1,700 IMATA members online at imata.org/soundings.
- Past issues of *Soundings* are available on the website for most membership levels allowing your ad to live on for maximum exposure.
- Your ad will link directly to your website allowing interested parties to easily transition to learn more about what you have to offer or make a purchase.

ADVERTISING AGREEMENT



Date: _____

Company Name: _____ Contact Name: _____

Address: _____ City: _____

State: _____ Zip: _____ Email: _____

Phone: _____ Fax: _____

Website: _____

- I Will Submit Final Ad Pick Up Past Ad
- Design My Ad (please add \$250 for design services)
- Update My Previous Ad (please provide edit details below)

Please fill out and return with payment, to:

- Make check or money order payable to IMATA.
- Be sure to include a copy of your ad agreement w/ payment.

IMATA Advertising
 c/o Rita Stacey Vondra
 Curator of Marine Mammals - Seven Seas
 Chicago Zoological Society - Brookfield Zoo
 3300 Golf Rd
 Brookfield, IL 60513

<input type="checkbox"/> IMATA.ORG or <input type="checkbox"/> IMATA.ORG/CONFERENCE	SIZE	MEMBER RATE	NON-MEMBER RATE	QUANTITY
<input type="checkbox"/> MAIN PAGE FEATURE STACKER BANNER	1020x445			QTY: _____
<input type="checkbox"/> 1 Month		\$650	\$1,050	QTY: _____
<input type="checkbox"/> 3 Month		\$1,755	\$2,835	QTY: _____
<input type="checkbox"/> 6 Month		\$3,315	\$5,355	QTY: _____
<input type="checkbox"/> 1 Year		\$6,240	\$10,080	QTY: _____
<input type="checkbox"/> SUBPAGE BANNER:*	1020x320			QTY: _____
<input type="checkbox"/> 1 Month		\$650	\$1,050	QTY: _____
<input type="checkbox"/> 3 Month		\$1,755	\$2,835	QTY: _____
<input type="checkbox"/> 6 Month		\$3,315	\$5,355	QTY: _____
<input type="checkbox"/> 1 Year		\$6,240	\$10,080	QTY: _____

<input type="checkbox"/> SOUNDINGS WEBSITE	SIZE	COST PER ISSUE	QTY: _____
<input type="checkbox"/> SOUNDINGS MAIN PAGE FEATURE STACKER BANNER	298x180	\$1,000	QTY: _____
<input type="checkbox"/> SOUNDINGS MAIN PAGE SIDE COLUMN BANNER:	298x180	\$850	QTY: _____
<input type="checkbox"/> SOUNDINGS SUBPAGE BANNER:*	940x90	\$500	QTY: _____
<input type="checkbox"/> SOUNDINGS R.R. MAPS PRESENTING SPONSOR:	Your Logo	\$1,000	QTY: _____
<input type="checkbox"/> SOUNDINGS R.R. REGION AD:	298x105	\$500	QTY: _____

ADD PRODUCT PROFILE VIDEO UPGRADE: YouTube Link \$2,500 QTY: _____

(One Soundings ad type from list above comes free with this Video Upgrade option. Select your choice from list above and pay a flat \$2,500.)

* FOR SUBPAGE BANNERS, PLEASE LIST 1ST CHOICE OF SUBPAGE: _____

PAYMENT TYPE	YOUR AD TOTAL	\$
<input type="checkbox"/> CASH <input type="checkbox"/> CHECK <input type="checkbox"/> MONEY ORDER <input type="checkbox"/> Mastercard <input type="checkbox"/> Visa NOTE: Make check or money order payable to IMATA.		
Name on Card: _____ Card #: _____ Exp. Date: _____		
Billing Address: _____ Security Code: _____		
Billing Phone: _____		
Authorized By: _____ Title: _____		
Signature: _____ Sales Rep: _____		
<input type="checkbox"/> I AM AN IMATA MEMBER <input type="checkbox"/> I AM INTERESTED IN BECOMING AN IMATA MEMBER		

TERMS AND CONDITIONS

This insertion order represents confirmation of the agreement between Agency/Advertiser and the International Marine Animal Trainers Association (IMATA). Payment will be due on or before the publication's due date. If not paid by that date, the balance will be subject to a 2% per month service charge and the contract may be regarded as void. Ads not paid in full before the publication print date will NOT be included in the publication. The International Marine Animal Trainers Association reserves the right to refuse advertisements on the basis of content or quality of production, and assumes no liability for statements or claims made in advertising copy. The International Marine Animal Trainers Association also reserves the right to refuse advertisements that contain what is considered to be false, illegal or libelous information or material that gratuitously offends its membership.