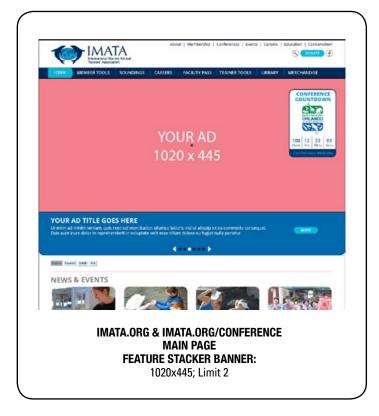


# ADVERTISING OPPORTUNITIES: IMATA MAIN & CONFERENCE WEBSITES





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
- Files 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.



# **ADVERTISING OPPORTUNITIES:**

# **IMATA SOUNDINGS WEBSITE**



30x380; Limit 2 Includes Banner Graphic Short Title, Short Description and Link to Website.

\$1,000

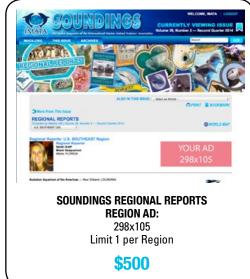


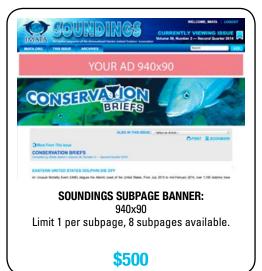
# SOUNDINGS REGIONAL REPORTS MAPS PRESENTING SPONSOR:

Your Logo on the map and all Regional Reports pages as presenting sponsor. Limit 1

\$1,000







[+]

#### 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**

- JPG or GIF only.
- RGB color mode and 72dpi resolution
- Files 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.

## **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:					International Marine An Trainers' Association
Company Name:	Co	ntact Name:			_
Address:		City:			
State: Zip:	Er	nail:			
Phone:	Fa	ax:			
Nebsite:					
☐ 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 belo	• Make chec • Be sure to	ut and return with paym ck or money order payab include a copy of your it w/ payment.	ole to IMATA.		, Vondra ine Mammals - Seven Seas gical Society - Brookfield Zoc
☐ IMATA.ORG or ☐ IMATA.ORG/CONFERENCE☐ ☐ MAIN PAGE FEATURE STACKER BANNER	<b>SIZE</b> 1020x445	MEMBER RATE	NON-MEN	IBER RATE	QUANTITY
☐1 Month		\$650	\$1,050		QTY:
3 Month		\$1,755	\$2,835		QTY:
☐ 6 Month		\$3,315	\$5,355		QTY:
	1000 000	\$6,240	\$10,080		QTY:
□SUBPAGE BANNER:* □ 1 Month	1020x320	<b>ው</b> ድር 0	<b>ሰ1 በ</b> ርዕ		OTV.
		\$650 \$1,755	\$1,050 \$2,835		QTY: QTY:
☐ 6 Month		\$3,315	\$5,355		QTY:
1 Year		\$6,240	\$10,080		QTY:
<b>□SOUNDINGS WEBSITE</b>	SIZE	COST PER ISSUE			
SOUNDINGS MAIN PAGE FEATURE STACKER BANNER	298x180	\$1,000			QTY:
SOUNDINGS MAIN PAGE SIDE COLUMN BANNER:	298x180	\$850			QTY:
SOUNDINGS SUBPAGE BANNER:*	940x90	\$500			QTY:
SOUNDINGS R.R. MAPS PRESENTING SPONSOR:	Your Logo	\$1,000			QTY:
SOUNDINGS R.R. REGION AD:	298x105	\$500			QTY:
ADD PRODUCT PROFILE VIDEO UPGRADE:	YouTube Link	\$2,500			OTY:

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

# **PAYMENT TYPE**

**YOUR AD TOTAL** 

	\$

☐ CASH ☐ CHECK ☐ MONEY ORDER ☐ Mastercard ☐ Visa	NOTE: Make check or money order payable	e to IMATA.
Name on Card:	Card #:	Exp. Date:
Billing Address:		Security Code:
Billing Phone:		
Authorized By:	Title:	
Signature:	Sales Rep:	
☐ I AM AN IMATA MEMBER ☐ 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.