

web connect



Oct 09 – Sept 10

AZA.org Website Advertising Rates

Placement	1X	3X	6X	9X	12X
Home Page 1, 2, or 3*	\$775	\$730	\$670	\$640	\$610
Home Page Exclusive*	\$1,975	\$1,855	\$1,705	\$1,635	\$1,570
Interior Professional Pages					
Position 1	\$450	\$420	\$385	\$370	\$355
Position 2	\$380	\$355	\$325	\$310	\$300
Position 3	\$325	\$305	\$280	\$270	\$260
Jobs Pages					
Position 1	\$575	\$540	\$495	\$475	\$455
Position 2	\$490	\$460	\$425	\$410	\$390
Position 3	\$415	\$390	\$360	\$345	\$330
Interior Kids & Families Pages					
Position 1	\$150	\$140	\$130	\$125	\$120
Position 2	\$130	\$120	\$110	\$105	\$100
Position 3	\$110	\$105	\$95	\$90	\$85

- All ad slots are one month periods. Home Page and Professional Pages are available to AZA Members only.
- *Home page slots run in equal alternating rotations, unless exclusivity is secured. All other slots are available in position order, on a first-come, first-served basis.
- **Print CONNECT Advertisers receive discounts on electronic advertising.** 12 month contract holders save 20% on all Web ads placed during the contract period. 6-9 month contract holders save 10%. 1-3 month contract holders save 5%.
- Advertisers reserving multiple placements will save 10% on subsequent slots.

INSIGHT Member E-Newsletter Advertising Rates

Slot	1X	3X	6X	9X	12X
Sidebar 1	\$275	\$255	\$235	\$225	\$215
Sidebar 2	\$230	\$215	\$200	\$190	\$180
Sidebar 3	\$195	\$185	\$170	\$160	\$150

- All ad slots are one month periods.
- **Print CONNECT Advertisers receive discounts on electronic advertising.** 12 month contract holders save 20% on all INSIGHT ads placed during the contract period. 6-9 month contract holders save 10%. 1-3 month contract holders save 5%.

Daily News Digest Advertising Rates

Slot	1X	4X	8X	12X	16X
Footer 1	\$125	\$120	\$115	\$110	\$105
Footer 2	\$105	\$100	\$95	\$90	\$85
Footer 3	\$90	\$85	\$80	\$75	\$70

- All ad slots are one week periods and are available in position order on a first-come, first-served basis.
- **Print CONNECT Advertisers receive discounts on electronic advertising.** 12 month contract holders save 20% on all Digest ads placed during the contract period. 6-9 month contract holders save 10%. 1-3 month contract holders save 5%.

Eligibility

Advertising in AZA electronic publications (with the exception of Kids & Families and Jobs pages on AZA.org) is a benefit of institutional membership in the Association of Zoos and Aquariums. AZA-Accredited zoos and aquariums, Commercial Members, Conservation Partners, and Certified Related Facilities may promote programs, products, services, and events. Nonmembers and individual members are ineligible.

Formats

- Button ads (website, e-newsletter)
- 50-character text phrase + link (daily news digest)

Deadlines

Contracts/insertion orders are due no later than the 15th of the month preceding the first publication of your ad. Artwork and URL identification is due the 25th of the month preceding publication.

Dimensions & Specifications

Button Ads - File Formats & Resolution: Full-color TIF, GIF, JPG - 70 dpi. 120 x 90 pixels. Static graphics preferred - animated images will be considered on a case-by-case basis

Remittance Policy: Payments for all advertisements are due within 20 days of the date on the invoice. A finance charge of 1% will be applied to late payments. Rates are net to AZA.

Questions?

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