

## Advertising Rates: Rotation Ads

### 125x125 Banner or Text Ad

Duration	# of Banners*	Cost
1 week	1	FREE
4 weeks	3	\$75
8 weeks	6	\$130
12 weeks	12	\$220
Forever**	Unlimited	\$400

\*Banner design can be provided for an additional \$20

### 120x600, 250x250, or 468x60 Banner

Duration	# of Banners*	Cost
1 week	1	FREE
4 weeks	3	\$85
8 weeks	6	\$150
12 weeks	12	\$250
Forever**	Unlimited	\$600

\*Banner design can be provided for an additional \$20

\*# of Banners is the number of banners you can use to advertise. Some banners are more effective than others, hence increasing leads. Banner choices can be changed within the first week of advertising.

\*\*Forever ads will never be removed from rotation, even if your advertising campaign is up.

## Advertising Rates: Static Ads

[Please email for a quote. christheberge@nafwa.org](mailto:christheberge@nafwa.org)

Complete the form below to get your ad campaign up and running fast.

# NAFWA Banner Advertising Form

The Nutrition and Food Web Archive is a favored Internet destination of dietitians, teachers, students and related professionals, with more than 50,000 user sessions per month.

Four reasons that banner advertising will work for you: 1. Statistics show that people who use the Web are high-powered, hard-driving professionals who research purchases on the web. 2. Web advertising is an economical marketing tool—with no printing or mailing expenses. 3. Banner advertising springs well-targeted prospects directly to your website—no phone calls for prospects to make, no cards to fill out. 4. We bring the traffic, you make the sale.

<p><b>Insertion Information</b>                  Banner Method: Rotation or Static x _____                  Page(s): _____                  Weeks:    4__ 8__ 12__ Forever__  <b>Please check the month(s) that you want your ad:</b>                  ___ January ___ February ___ March ___ April ___ May                  ___ June ___ July ___ August ___ September ___ October                  ___ November ___ December</p>	<p><b>Payment Information</b> (<i>Payment must be included</i>)                  o PayPal (<a href="mailto:christheberge@nafwa.org">christheberge@nafwa.org</a>)**                  o Check enclosed (<i>Make check payable in U.S. dollars to Chris Theberge</i>)</p> <p><i>**You do not need to have a PayPal Account to use this payment method; however, a 3% surcharge rate does apply.</i></p>
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Contact Name \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_ Website \_\_\_\_\_

**For Office Use and Invoicing Only**

Package	Adjustment Cost	Total
		Check:
		PayPal:

Note: Banner will be placed once payment is received and cleared.

**SEND COMPLETED FORM TO  
 CHRIS THEBERGE  
 NAFWA  
 27 LONG AVE #3  
 ALLSTON, MA 02134-1772  
 or  
 EMAIL TEXT TO [christheberge@nafwa.org](mailto:christheberge@nafwa.org)**