



# INTERNATIONAL TUBA-EUPHONIUM ASSOCIATION

WEBSITE DISPLAY AD RATES AND CONTRACT

2013-2014 ITEA ONLINE WEBSITE ADVERTISING

[HTTP://WWW.ITEAONLINE.ORG](http://www.iteaonline.org)

## BASIC INFORMATION

ITEA Online is the website for the International Tuba-Euphonium Association. Officially founded in 1973 as the Tubists Universal Brotherhood Association, ITEA is dedicated to promoting and advancing the tuba and euphonium instruments. The organization comprises performers, educators, students, and amateurs of all backgrounds. As the website of the world's foremost organization of tuba and euphonium players, ITEA Online is one of the most important resources available to tuba and euphonium players across the globe. Traffic reports indicate that the website receives roughly 300,000 visits monthly varying primarily from North American, European, and Asian countries. Additional locations are increasing, and a current initiative is in development offering translations in Spanish, German, Italian, French, and Japanese in the coming year.

## TERMS

- Advertisers will receive complimentary access to the “members only” area of the website for the length of their commitment.
- Advertisers **prepaying** for ad space in advance for a full year (Fall deadline only) will receive a 15% discount.
- Advertisers **reserving** space in advance for a full year (non-prepaid) will receive a 10% discount.
- An **additional** 5% discount is available if advertiser has a concurrent, half-page or smaller, journal ad.
- An **additional** 10% discount is available if advertiser has a concurrent full-page (B&W, color, or premium) journal ad.
- Terms for both the journal and website ad must be the same to be eligible for additional discounts.
- Payment: US check or money order, MasterCard or Visa (checks made payable to “ITEA”).
- No extra discounts to agencies.
- Ads will be in the form of rotating “banner” or “button” ads, depending on the level of advertising desired.
- On page clicks and refreshes, each “banner” and “button” will rotate between as many as four (4) different advertisements.
- All ads will appear on every webpage within the website with the exception of the ITEA Journal webpages.
- A hyperlink, leading to advertisers website or email address, may be attached to all online ads.

## ADVERTISEMENT PROCESS

- Upon booking an advertisement and completing a contract, the advertiser will submit the artwork to the advertising coordinator.
- The advertisement will be posted within two (2) days, allowing time for adjustments to be made in order to fit website specs.
- The advertiser will then be billed accordingly and must remit payment in a timely manner. If payment is not remitted in a timely manner, the advertisement will be pulled until the invoice is paid in full.

## ADDITIONAL ADVERTISING ARTWORK REQUIREMENTS

- Advertising artwork will be accepted **ONLY** via e-mail.
- Ad artwork format: .PDF (preferred) or .JPG format
- Artwork/Copy may be adjusted, by the web editor, to fit website specifications.
- Final approval will lie with the advertiser.
- Artwork should meet the following size specifications. All sizes are given in pixels.
  - Header ads – 600 X 90
  - Margin ads – 200 X 170
  - Footer ads – 200 X 100

## ADVERTISEMENT RATES IN U.S. DOLLARS

LOCATION & STYLE	SINGLE MONTH	SINGLE QUARTER	FULL YEAR-RESERVED	FULL YEAR-PREPAID
AD OPTIONS	- Header not available.	- Header not available.	- 10 % discount	- 15 % discount
Header “Banner” Ad	\$250	\$650	\$585 PER QUARTER X 4 (\$2,340)	<b>\$2,210</b> (SAVINGS OF \$390)
Margin “Large Button” Ad	\$150	\$350	\$315 PER QUARTER X 4 (\$1,260)	<b>\$1,190</b> (SAVINGS OF \$210)
Footer “Small Button” Ad	\$100	\$250	\$225 PER QUARTER X 4 (\$900)	<b>\$850</b> (SAVINGS OF \$150)
			- Each quarter will be invoiced separately.	Payment due in full in advance.

## AD SPOT SPECIFICATIONS

- No partial year reservations on header ads. Ad space will be released in the summer for the upcoming year. All ad spots are on a first-come, first served basis.
- Single month ad space will be limited to two margin ads and one footer ad. These ads can be purchased in longer increments but will be billed at the monthly rate.
- One header “banner” ad space will be placed at the top of the page.
- Three margin “large button” ads will be placed on the right side of the web page content.
- Four footer “small button” ads will be placed at the bottom of the page.
- Four footer “small button” ads will be placed at the bottom of the page.



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## SINGLE QUARTER COMMITMENT

### International Tuba-Euphonium Association 2013-2014 Website Contract

#### SINGLE QUARTER ADVERTISEMENT SPECIFICATIONS

- Single Quarter
- Billed quarterly
- No discounts excepting concurrent journal ads

ADVERTISEMENT OPTIONS	QUANTITY	COST	START DATE	TOTAL
HEADER "BANNER" AD	1	\$650		
MARGIN "LARGE BUTTON" AD	1	\$350		
FOOTER "SMALL BUTTON" AD	1	\$250		
5% DISCOUNT IF APPLICABLE				—
10% DISCOUNT IF APPLICABLE				—
<b>GRAND TOTAL</b>				<b>\$</b>

COMPANY NAME \_\_\_\_\_

CONTACT PERSON \_\_\_\_\_

ADDRESS FOR BILLING \_\_\_\_\_

CITY, STATE, ZIP, COUNTRY \_\_\_\_\_

TELEPHONE \_\_\_\_\_

FAX \_\_\_\_\_

EMAIL ADDRESS (REQUIRED) \_\_\_\_\_

**I agree to the terms specified in this Contract and will pay the amount owed in a timely manner. I understand that if I do not pay by the date specified, my ad will be pulled until payment is remitted.**

**SIGNED:** \_\_\_\_\_

**DATE:** \_\_\_\_\_

**Please fax or mail this page to:**

**BRIAN GALLION, ITEA ADVERTISING COORDINATOR**      Fax: 985.549.2892  
 SOUTHEASTERN LOUISIANA UNIVERSITY  
 POTTLE MUSIC BUILDING, ROOM A153  
 HAMMOND, LOUISIANA 70402

ANY QUESTIONS, PLEASE CONTACT ME AT:  
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