

Web Site Banners and Buttons Advertising Rates

<i>Page</i>	<i>Size¹</i>	<i>Position</i>	<i># Ads Per Slot²</i>	<i>Rate/Ad Per Slot</i>	<i>Comments³</i>
Home Page (public)	Square Button Vertical Banner	Right column	2	\$125/mo/button \$250/mo/vertical banner	Either 2 square button ad slots or one vertical banner slot on the Home Page. Ads subject to approval by CFSP for color and animation. Colors must not clash with the home page. Animations that stop are acceptable if they do not annoy. No sound. An advertiser may buy only 1 vertical banner ad on the page but they may buy two square button ads.
Member Home Page (MHP), Specific Page (SP), Run of site (ROS),	Wide Skyscraper or Leaderboard	Top of page just below the menu bar	4	MHP: \$150/mo SP: \$120/mo ROS: \$100/mo	1 Leaderboard or Wide Skyscraper/page and up to 3 other ad slots/page. One advertiser may buy up to 4 ads per slot. Events pages are limited to tradeshow sponsors. Specific Page is any page that the advertiser specifies the ad is to appear on.
	Vertical Banner	On right or left side of page depending on layout	4	MHP: \$93.75/mo SP: \$75/mo ROS: \$ 62.50/mo	1 Vertical Banner/page. Up to 3 other ad slots/page. One advertiser may buy up to 4 ads per slot. Events pages are limited to tradeshow sponsors. Specific Page is any page that the advertiser specifies the ad is to appear on.
	Button 1 Square Button	Right or left column depending on the page	4	MHP: \$75/mo SP: \$60/mo ROS: \$50/mo	2 buttons/page. One advertiser may buy up to 4 ads per slot. Events pages are limited to tradeshow sponsors. Specific Page is any page that the advertiser specifies the ad is to appear on.

Example 1: To buy all 4 Leaderboard ads in the one Leaderboard ad slot on the member's home page would be 4 * \$150 = \$600/mo.

Example 2: To buy 2 of the Vertical Banner ads on a specified page would cost 2 * \$75.00 = \$150/mo.

Example 3: To buy a single Square Button ad in a slot on any page on the site (ROS) would cost \$50/mo.

Vendor Directory Advertising Rates

Feature	Non-Member Rate	Assoc. Member Rate	Comments
Directory Listing (1st category in directory)	\$100/year	Free	Included in Full and Associate Member membership fee. Includes a description without a hard limit on the number of words you can enter. However, excessively long entries slow page loading and may be edited.
Directory Listing (additional location or category)	\$100/year	\$100/year	Make it easier for customers to find your locations.
Web Site Link	\$50/year/entry	\$50/year/entry	Advertiser selects where link points.
Logo or Icon	\$50/year/entry	\$50/year/entry	Maximum size: 100px x 100px, maximum weight: 10KB.
Additional Categories (up to 5 max)	\$50/year/category	\$50/year/category	
Google Map	\$50/year/entry	\$50/year/entry	\$50 setup charge/member. Contact CFSP for volume discounts on Google Map entries.

Payments

1. All directory ads and entries are annual. Payment is due in advance.
2. All display ad payments are due quarterly in advance. So, the minimum advertising timeframe is 3 months.
3. Display ads may be paid annually in advance. When paying annually, you pay for 10 months and get 12 months of advertising.
4. Advertisers in the 2008 Western States Conference & Trade Show program and/or the CFSP Newsletter receive a 15% discount on any Web advertising.

Footnotes

¹ All ad sizes are Internet Advertising Bureau standard sizes. See the IAB standards at <http://www.iab.net/standards/adunits.asp>. In the future we will follow the IAB ad weight standards for the sized ads we support. The supported ad sizes, weights, and the maximum number of each type of ad per page are shown in the table below:

Name	Size	Max Ad Weight in KB File/Flash	Max # of These Slots/page
Square Button	125 x 125	20/80	4
Vertical Banner	120 x 240	40/60	2
Full Banner	468 x 60	40/60	1
Leaderboard	728 x 90	30/70	1
Wide Skyscraper	160 x 600	30/70	1
Button 1	120 x 90	15/85	4

² The number of ads that may appear in any ad slot. An ad slot is a position on a Web page where an ad may be shown. You may increase the frequency your ad is shown by buying multiple ad impressions per slot. All ads in any slot are shown in a round robin unless stated otherwise.

³ All ads are subject to CFSP's approval. Sound is permitted unless stated otherwise as long as the default is to start ad with no sound and the user can turn sound on and off. Annoying animations will not be accepted, Public home page ads must use colors that go along with the home page. Much more flexibility is available on the members-only pages. Ad weight (size in KB) may affect placement and other factors.