



ASCA WEB SITE ADVERTISING RATE CARD

The ASCA Web site, www.schoolcounselor.org, is the place to be for school counselors. With up-to-the-minute information and easy to navigate, you can be in front of school counselors 24/7. Your ad – linked to your Web site – keeps your products/services, college or university right at the fingertips of school counselors. With over 80,000 monthly users and 435,000 monthly page views.

POSITIONS:

You may choose to advertise on one or any of the following pages (rates are per page with a multiple page discount). All ads will be linked to the advertisers designated Web site and your ad will appear on all of the sub-pages of that section. Three advertising positions are available per landing page. Ads will be placed in the right side bar. (*Click on any page below to review the*

page) About ASCA

- Member Benefits
- Legislative Affairs
- Publications
- Careers/Roles
- Legal/Ethical
- Awards
- ASCA School Counselor Magazine

SPECIFICATIONS:

- **General Web Pages:** 142 (w) x 170 (h) pixels.
- **ASCA School Counselor Magazine Home Page:** 240 (w) x 120 (h) pixels.
- Advertisements must be a GIF format, 72 dpi.
- Advertisers may use **only static** graphics; animated "moving" or "active" graphics are not permitted.
- Changes to advertisement are permitted once a month.
- Graphics must be received 1 week prior to scheduled start date.
- E-mail graphic & URL to robin@adguidance.com

AD DEADLINES:

- Insertion Orders & Ad due by 25th of the month proceeding Web insertion. i.e. Nov. 25th for ad beginning Dec. 1.

ASCA WEB SITE PRICING (Minimum 3 Month Term):

| | Total 3 Months | Total 6 Months | Total 9 Months | Total 12 Months |
|---------------------------------------|-------------------|-------------------|-------------------|--------------------|
| Per Landing Page Ad Price: | \$ 867 | \$ 1,561 | \$ 2,341 | \$ 3,121 |

For each additional page take 5% discount up to 30% maximum



ASCA Web Site Advertising Advertising Insertion Order Form

Company _____

Address _____

City _____ State _____ ZIP _____

Phone _____ Fax _____

Contact _____ E-mail _____

Billing Address (if different than above) _____

Ad Insertion for: (check all that apply)

ASCA Web Site Page/s (price is per landing page):

| | | | | |
|--------------------------------|-----------------------------------|-----------------------------------|-----------------------------------|------------------------------------|
| About ASCA | <input type="checkbox"/> 3 Months | <input type="checkbox"/> 6 Months | <input type="checkbox"/> 9 Months | <input type="checkbox"/> 12 Months |
| Member Benefits | <input type="checkbox"/> 3 Months | <input type="checkbox"/> 6 Months | <input type="checkbox"/> 9 Months | <input type="checkbox"/> 12 Months |
| Legislative Affairs | <input type="checkbox"/> 3 Months | <input type="checkbox"/> 6 Months | <input type="checkbox"/> 9 Months | <input type="checkbox"/> 12 Months |
| Publications | <input type="checkbox"/> 3 Months | <input type="checkbox"/> 6 Months | <input type="checkbox"/> 9 Months | <input type="checkbox"/> 12 Months |
| Careers/Roles | <input type="checkbox"/> 3 Months | <input type="checkbox"/> 6 Months | <input type="checkbox"/> 9 Months | <input type="checkbox"/> 12 Months |
| Legal/Ethical | <input type="checkbox"/> 3 Months | <input type="checkbox"/> 6 Months | <input type="checkbox"/> 9 Months | <input type="checkbox"/> 12 Months |
| Awards | <input type="checkbox"/> 3 Months | <input type="checkbox"/> 6 Months | <input type="checkbox"/> 9 Months | <input type="checkbox"/> 12 Months |
| ASCA School Counselor Magazine | <input type="checkbox"/> 3 Months | <input type="checkbox"/> 6 Months | <input type="checkbox"/> 9 Months | <input type="checkbox"/> 12 Months |

Indicate Month to Begin: _____

BILLING: Total amount to be billed (See Advertising Rates). *Advertising will be billed for the full term in the first month.*

\$ _____

Signature

Date

For further information, contact:

Ad Guidance, Inc. • 283 Whistlewood Lane, Winchester, VA 22602

Toll Free: 1-800-597-7210 • Fax: 1-540-542-0550 • E-mail: robin@adguidance.com

GENERAL CONDITIONS FOR ADVERTISING

No advertisement shall be published unless an Insertion Order form and ad copy (see mechanical requirements) are received at the offices of Ad Guidance, Inc. by the closing deadline specified by Ad Guidance, Inc. for the issue(s) desired.

Changes in advertising copy shall not be considered authorized by the Advertiser unless confirmation of such change is received in writing at the offices of Ad Guidance, Inc. by the closing date for the issue(s) desired. If copy changes are not properly confirmed in writing prior to the insertion deadline, the Advertiser's most recent ad copy shall be used.

If all necessary advertising materials are not received at the offices of Ad Guidance, Inc. by the closing deadline for the issue(s) desired, placement of the advertisement in that issue(s) is not guaranteed.

No advertisement may be canceled after the Insertion Order date for the issue in which it is scheduled to appear.

Layout and typesetting costs are not included in the Publisher's advertising price, and shall be billed separately to the Advertiser at prevailing rates.

The Advertiser must pay the Publisher's invoices within 30 days. The Publisher reserves the right to withhold further advertisements for any Advertiser with a past due account.

The Publisher shall not be responsible for errors caused by designers and typesetters.

The Publisher shall not be responsible for claims made in advertisements, and the Advertiser shall indemnify and hold the Publisher harmless from any liability of any kind arising from such claims, including reasonable attorney's fees and all other associated costs of litigation.

All advertisements are subject to approval by the Publisher. Such approval shall be granted or withheld solely at the Publisher's absolute discretion.

The Advertiser and any agency utilized by it are subject to satisfactory credit reports.

The Advertiser specifically warrants that all photographs and endorsements are covered by valid, written consents, and the Advertiser shall indemnify and hold the Publisher harmless from any liability of any kind resulting from publication thereof, including reasonable attorney's fees and all other associated costs of litigation.

In the event that a dispute arises between the Publisher and the Advertiser that is not specifically governed by the foregoing terms and conditions, such dispute shall be resolved in accordance with the custom of the trade.