

web connect

advertising rates



2011

AZA.org Web site Buttons

Placement	Monthly
Home Page*	\$575
Jobs Pages**	\$425
Professional Pages**	\$325
Find a Zoo or Aquarium Pages**	\$225
Kids & Families Pages**	\$130

*3 in rotation **3 unique slots

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

Daily News Digest Sponsored Links

Slot	Weekly
Text & Link	\$105

- Three positions are available on a first-come, first-served basis.
- Distributed daily to Directors and P.R. contacts at all 200+ AZA-Accredited Zoos & Aquariums
- 50-character text phrase + link

Web Page Text Links

Slot	Per Page
Text & Link	1 per page \$25

- Text message linked to advertiser site in "Sponsored By" box on individual targeted pages on web site.
- Minimum 10 pages. Per month.

Membership E-Newsletter

Slot	Per Issue
Button	3 Sidebar \$215

- INSIGHT is distributed monthly to over 3,500 AZA Individual Members.

Meetings E-Newsletter

Slot	Per Issue
Button	2 Sidebar \$625

- The AZA Meetings E-Newsletter is distributed monthly from May to September to over 15,000 zoo and aquarium professionals, providing news about AZA meetings and conferences.

Contact

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Ask about frequency and other discounts!

Deadlines & Payment

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.

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.