



## ASAToday Advertising

Advertising rates effective January 2018.

Type	Weekly (52 Issues)	Monthly (12 Issues)
Full Banner (Top of ASAToday) 300 x 100 pixels (\$500/ad)	\$26,000	\$6,000
Full Banner (Bottom of ASAToday) 300 x 100 pixels (\$475/ad)	\$24,700	\$5,700
Half Banner (Top of ASAToday) 150 x 100 pixels (\$450/ad)	\$23,400	\$5,400
Half Banner (Bottom of ASAToday) 150 x 100 pixels (\$425/ad)	\$22,100	\$5,100

**Terms and Conditions.** By submitting this insertion order, the advertiser identified below agrees to pay in full, and within 30 days of ASA's receipt of the insertion order, for each insertion that it or its designee orders, except orders canceled by the artwork deadline for an issue. In the event of a cancellation, the advertiser or agency agrees to repay the American Subcontractors Association, Inc., (ASA) any discounts granted for multiple insertions less any discount applicable for the number of insertions completed. Late payments accrue interest at 1.5 percent per month. Content and appearance of ads are the sole responsibility of the advertiser. By ordering this insertion, the advertiser and its agency indemnify and hold harmless the American Subcontractors Association, Inc., (ASA) and their officers, directors and employees, against all claims, including intellectual property, unfair competition, false advertising and libel claims, related to the content or design of advertisements. ASA reserves the right to reject any advertisement for cause or without cause, at their sole discretion. By signing below, you agree to these terms and conditions, and agree that you are authorized to place an order on behalf of the advertiser.

Type of ASAToday Ad: \_\_\_\_\_ Duration: \_\_\_\_\_ Cost: \_\_\_\_\_

Link for ASAToday Ad: \_\_\_\_\_

Agreed: \_\_\_\_\_ (sign and date)

Contact Name (print clearly): \_\_\_\_\_

Advertiser: \_\_\_\_\_ Agency (if applicable): \_\_\_\_\_

Contact Phone: \_\_\_\_\_ Contact Email: \_\_\_\_\_

Billing Address: \_\_\_\_\_

**ASAToday Ad Submittals:** Please send your ad in jpg or gif format in the size chosen to [advertising@asa-hq.com](mailto:advertising@asa-hq.com) and cc: [mramsey@asa-hq.com](mailto:mramsey@asa-hq.com).

**Payment:** Please contact Beth Horan, director of Finance & Administration, at (703) 684-3450, Ext. 1333, or [bhoran@asa-hq.com](mailto:bhoran@asa-hq.com) to provide credit card information or to arrange invoicing. Your ad will be published in ASAToday after payment is received.

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