



Web Advertising Insertion Order

Advertising rates effective January 2018.

Type	3 Months	6 Months	12 Months
Full Banner (top of home page) 468 x 60 pixels	\$4,500	\$7,500	\$15,000
Half Banner (top of home page) 234 x 60 pixels	\$3,000	\$5,000	\$10,000
Full Banner (bottom of home page) 468 x 60 pixels	\$1,800	\$3,000	\$4,800
Button (side of home page) 120 x 60 pixels	\$1,500	\$2,500	\$4,000

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 Web Ad: _____ **Duration:** _____ **Cost:** _____

Link for Web Ad: _____

Agreed: _____ (sign and date)

Contact Name (print clearly): _____

Advertiser: _____ Agency (if applicable): _____

Contact Phone: _____ Contact Email: _____

Billing Address: _____

Web Ad Submittals: Please send your ad in jpg or gif format in the size chosen to advertising@asa-hq.com and cc: mramsey@asa-hq.com.

Payment: Please contact Beth Horan, director of Finance & Administration, at (703) 684-3450, Ext. 1333, or bhoran@asa-hq.com to provide credit card information or to arrange invoicing. Your ad will be posted on the ASA Web site, www.asaonline.com, as soon as payment is received.

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www.asaonline.com