

web connect

advertising rates



Oct 09 – Sept 10

AZA.org Web site Buttons

Placement	1X	3X	6X	9X	12X
Home Page (3 in rotaton)	\$775	\$730	\$670	\$640	\$610
Exclusive*	\$1,975	\$1,855	\$1,705	\$1,635	\$1,570
Professional Pages					
Position 1, 2 or 3	\$380	\$355	\$325	\$310	\$300
Jobs Pages					
Position 1, 2 or 3	\$490	\$460	\$425	\$410	\$390
Kids & Families Pages					
Position 1, 2 or 3	\$130	\$120	\$110	\$105	\$100

- All ad slots are *one month periods*. Home Page and Professional Pages are available to AZA Members only.
- *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.
- Contact AZA for Web site visitor statistics.

E-Newsletter Buttons

Slot	1X	3X	6X	9X	12X
AZA Meetings (2 Sidebar)	\$825	n/a	n/a	n/a	n/a
INSIGHT (3 Sidebar)	\$230	\$215	\$200	\$190	\$180

- INSIGHT is distributed monthly to over 3,500 AZA Individual Members.
- All ad slots are *one month periods* and are available in position order on a first-come, first-served basis.
- 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.
- All ad slots are *one month periods* and are available in position order on a first-come, first-served basis.

Daily News Digest Sponsored Links

Slot	1X	4X	8X	12X	16X
Footer 1, 2, or 3	\$105	\$100	\$95	\$90	\$85

- All ad slots are *one week periods* and are available in position order on a first-come, first-served basis.
- Distributed daily to Directors and P.R. contacts at all 200+ AZA-Accredited Zoos & Aquariums

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Discounts

Print CONNECT Magazine Advertisers receive discounts on electronic advertising. 12 month contract holders save 20% on all Web ads placed during the contract period. 6-9 month contract holders save 10%. 1-3 month contract holders save 5%.

Advertisers reserving placements in multiple web connect media will save 10% on second and subsequent slots.

Eligibility

Advertising in AZA electronic publications (with the exception of Kids & Families and Jobs pages on AZA.org) is a benefit of institutional membership in the Association of Zoos and Aquariums. AZA-Accredited Zoos and Aquariums, Commercial Members, Conservation Partners, and Certified Related Facilities may promote programs, products, services, and events. Nonmembers and individual members are ineligible.

Formats

Button ads (Web site, e-newsletters)

50-character text phrase + link (daily news digest)

Deadlines

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.

Dimensions & Specifications

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

Remittance Policy: 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.

Questions?

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