

# NPA ONLINE Banner Advertising



**Be among the first!** Join today's cutting-edge companies at NPA ONLINE and be among the first web-savvy companies to advertise at NPA ONLINE and experience one of the most effective ways to reach parking industry professionals and other potential customers who use computer technology in their daily jobs!

**With an average of 14,500 hits per month, your NPA Online advertisements will receive prime visibility!**

## How It Works

Your advertisement at NPA ONLINE is seen throughout the website when you choose to advertise on more than only the Home Page. When purchasing the All NPA ONLINE Pages feature of our NPA ONLINE banner advertising opportunity, your banner ad will rotate through all of the NPA web pages, including NPA's Home Page and this year's Anaheim Convention pages! Unlike other websites which sell a set position on a single page, NPA ONLINE's rotation system ensures a fresh look for each page, which attracts more reader interest and exposes your banner ad to more potential customers.

## Advertising Rates and Data

### Ad rates, per month, for NPA members:

	Home Page Only	All NPA ONLINE Pages Including Home Page and NPA Convention Pages
1 month	\$350	\$650
3 months	\$325	\$600
6 months	\$300	\$550
9 months	\$275	\$500
12 months	\$250	\$425

### Ad rates, per month, for non-members:

	Home Page Only	All NPA ONLINE Pages Including Home Page and NPA Convention Pages
1 month	\$700	\$1,350
3 months	\$475	\$900
6 months	\$450	\$875
9 months	\$425	\$825
12 months	\$400	\$775

**Measurements and Specifications:** The banner ad will be posted as a 324x108-pixel GIF image (or animated GIF). If it is supplied in any other form, or any other proportions, it will be converted to these specifications.

**Design:** Advertisers please note that NPA allows you to use your choice of background on all banner ads. NPA reserves the right to put a 1-pixel border around any advertising banner that does not include definite boundaries when posted on [www.npapark.org](http://www.npapark.org).

**Animation:** NPA's web site does not support shockwave or java applets in the advertising areas. Animated GIFs will be accepted.

**HyperText Link:** Advertisers should provide the web site address (URL) to which they want their ad banner linked. Only one URL will be accepted.

**Rotation:** Ads will be rotated at random with other ads each time a page is loaded into a browser.

**Advertisement Submission:** NPA ONLINE ads will be accepted for posting starting on the first day of the month, or the first business day thereafter. You may submit your Internet-ready ad and click-thru URL at least 7 days in advance of your first advertising placement to [plangfeld@npapark.org](mailto:plangfeld@npapark.org). A valid NPA ONLINE Banner Ad Contractual Order Form must be received by NPA no later than 10 business days prior to insertion date. Updated designs may be sent at any time, with 72-hour notice prior to posting, to [plangfeld@npapark.org](mailto:plangfeld@npapark.org).



# NPA ONLINE Banner Ad Contractual Order Form

Company/Organization: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_

Zip Code: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Title: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Billing Information (if different) \_\_\_\_\_

Agency: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Title: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

## Insertion Order Description

Ad Term – **Home Page Only**:  1 month  3 months  6 months  9 months  12 months

Ad Term – **All NPA ONLINE Pages**:  1 month  3 months  6 months  9 months  12 months

Click-thru URL: http:// \_\_\_\_\_

Ad Placement Start Date: \_\_\_\_\_

Authorized by: \_\_\_\_\_ Date: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

By executing and signing this form, we agree to the General Terms and Conditions regarding advertising on the NPA Internet Web Site ([www.npapark.org](http://www.npapark.org)).

## Payment Information

Check Enclosed *Make payable to National Parking Association in U.S. funds only.*

Discover Card  VISA  MasterCard  American Express

**Amount Due: \$** \_\_\_\_\_

*(See ad rate schedule on Banner Advertising page.)*

Acct. Number \_\_\_\_\_

Exp. Date \_\_\_\_\_

Name on Card \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

## Return completed application with payment to:

**National Parking Association**

1112 16th Street, N.W., Suite 300

Washington, DC 20036

202/296-4336; 800/647-PARK; Fax 202/331-8523



# General Terms and Conditions

The following are the general terms and conditions regarding advertising on the National Parking Association (NPA) Internet web site ([www.npapark.org](http://www.npapark.org)).

1. Advertiser acknowledges that it is generally familiar with the nature of the Internet and proposed uses thereof.
2. In consideration of the placement of advertisements on the NPA web site, [www.npapark.org](http://www.npapark.org), the advertiser and agency agree to, jointly and severally, indemnify and save the National Parking Association, its officers, directors, agents and employees harmless from and against any and all claims, suits, losses and/or expenses arising out of any aspects of the content and/or the appearance of such advertisement(s) on [www.npapark.org](http://www.npapark.org) limitation, those arising from claims or suits for defamation, copyright or trademark infringement, misappropriation, violation of the right of privacy act.
3. It is agreed that the advertiser and agency are jointly liable for payment of invoices for advertising made available on [www.npapark.org](http://www.npapark.org). Any reference to the National Parking Association in advertisements, promotional material or merchandising by the advertiser or the agency is subject to prior written approval by the National Parking Association for each use.
4. The National Parking Association shall not be subject to any liability whatsoever for any failure to provide reference or access to all or any part of the advertising due to systems failures or other technological failures of NPA or the Internet or other circumstances beyond NPA's control.
5. Unless otherwise agreed by National Parking Association and agency or advertiser, NPA shall have the right to insert the advertising in various areas of the NPA web site at its discretion.
6. NPA is not responsible for errors or omissions in any advertising materials provided by the advertiser or its agency. In the event of such errors or omissions in an ad, the advertiser will not be entitled to a refund.
7. All advertisement copy is subject to the approval of National Parking Association. NPA reserves the right to redesign, modify or restructure the organization, structure, "look and feel," or make non-substantive changes to an ad; and, if such changes would materially change the ad, NPA will work in good faith with the advertiser.
8. NPA reserves the right to provide advertising of equal or comparable value in the event that the specific advertising area/time/space are unavailable.
9. NPA has the right, in its sole discretion, to book any advertiser, even if another advertiser would be deemed to be a competitor.
10. Advertiser cannot resell ads or allow other parties to use the ad space without NPA's permission.
11. Advertiser warrants that their advertisements will not violate any applicable law, regulation or third party right, rights of privacy, or advertising laws, and that the advertiser will at all times comply with generally applicable advertising standards and practices and the standards and practices of NPA, including NPA's privacy policy and terms of use.
12. Advertiser represents it has a reasonable basis for any claims made in its ad.
13. In no event will the advertiser state or imply that its ad or services are endorsed by NPA.
14. Advertiser will be solely responsible for all customer service and order fulfillment.
15. Invoices will be sent on or about the first date on which the advertising is scheduled to appear on [www.npapark.org](http://www.npapark.org). Payments will be due upon receipt of invoice. Ads will be discontinued if payment is not received within 30 days. Past due amounts are subject to additional finance charges of one percent (1%) per month on the unpaid balance.
16. All rates are net, non-commissionable. No cash discounts, volume discounts or other discounted rates will be available.
17. No minimum circulation or exposure is guaranteed hereunder.
18. Minimum contract term is one month.
19. In all cases, a Home Page ad must be purchased in order to purchase Additional Pages.
20. Advertiser agrees to all of the above General Terms and Conditions upon execution of the NPA Banner Advertising Contractual Order Form.

**For additional information, please contact Pat Langfeld at 202-296-4336, ext. 205, or by email to [plangfeld@npapark.org](mailto:plangfeld@npapark.org).**