

Web Rates

Effective January 2011

Specifications

- * The advertising banners will appear on the right hand side - three rotating banners arranged vertically.
- * The banners will appear on each non-password page on the web site.
- * There will be three advertisers per rotating banner window.
- * Banner rotation is every 10 seconds.
- * Banner size is 100 pixels x 175 pixels (vertical format). No more than 256 colors. The design and color scheme should not be overly complex.
- * Final document should be 40kb or smaller.
- * Banners will be linked to company's web page. Advertiser will need to provide the URL for linking the graphic to their page. Status bar will display advertiser's name unless otherwise specified.
- * Banners must include the sponsoring company's name. Logos are acceptable.
- * Banners will be a single static document, GIF format preferred. GIF89 animated files are accepted but static GIFs are recommended. If you choose to submit an animated GIF limit the loop to complete within a 10 second timeframe.

Agency discounts are permitted. Banner advertising will apply to the frequency rate in the Explorer.

Space reservations are due by the 15th of the month preceding display. The banner GIFs must be received no later than the 22nd of the month preceding display.

Banners can be sent as an e-mail attachment or placed on our ftp site. E-mail should be sent to **bmer@aapg.org**. Our FTP site address is **explorer.aapg.org**. Please e-mail the above address to notify when banner has been placed on the FTP site and supply the name of the file.

Rates

1 time	3 times	6 times	12 times
\$1,500	\$1,425	\$1,350	\$1,250

Agency Commission

15% of gross billing is allowed to recognized advertising agencies on space and time listings. Commissions are not allowed on production and design charges. No cash discounts allowed.

Liability: Advertisers and advertising agencies assume liability for all content of advertising printed, and are responsible for all claims made against the publisher arising from internet advertising.

Publisher's Rights: The publisher reserves the right to reject any advertisement at the publisher's discretion.

Materials will be due the 22nd of the month preceding publication.

Posting and Closing Dates

Posting - 1st of the month

Closing Dates: 15th of month preceding publication

Mailing Instructions

Contracts, insertion orders, correspondence, and materials should be sent to:

AAPG Web Site

c/o Brenda Merideth

Mailing: P.O. Box 979 | Tulsa, Oklahoma 74101-0979

Street: 1444 South Boulder, Tulsa, Oklahoma 74119-3604

FAX: (918) 560-2636

Phone: (918) 560-2647

Toll Free: 1-800-288-7636 (U.S. and Canada)

bmer@aapg.org