

# ASISNYC.org Web Site Advertising Rates

ASIS International New York City Chapter Rev. Friday, March 16, 2007\*\*

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## Preferred Positions

- **Front Page:**

www.asisnyc.org

<b>Ad Size (pixels)</b>	<b>Page Location</b>	<b>Rates (3 Months, 6 Months)</b>
205 x 100	Left Column	\$500 / 3mos, \$900 / 6mos
468 x 60	Page Header	\$550 / 3mos, \$990 / 6mos
468 x 60	Page Footer	\$400 / 3mos, \$720 / 6mos

- **Security Director Front Page AND All Current Issue Article Pages**

www.asisnyc.org/securitydirector.htm

<b>Ad Size (pixels)</b>	<b>Page Location</b>	<b>Rates</b>
205 x 100	Left Column	\$450 / 3mos, \$810 / 6mos
468 x 60	Page Header	\$500 / 3mos, \$900 / 6mos
468 x 60	Page Footer	\$400 / 3mos, \$720 / 6mos

- **Trade Show**

www.asisnyc.org/tradeshows.htm

<b>Ad Size (pixels)</b>	<b>Page Location</b>	<b>Rates</b>
205 x 100	Left Column	\$500 / 3mos, \$900 / 6mos
468 x 60	Page Header	\$550 / 3mos, \$990 / 6mos
468 x 60	Page Footer	\$450 / 3mos, \$810 / 6mos

- **Trade Show Exhibitor Registration**

www.asisnyc.org/exhibitor

<b>Ad Size (pixels)</b>	<b>Page Location</b>	<b>Rates</b>
205 x 100	Left Column	\$300 / 3mos, \$540 / 6mos
468 x 60	Page Header	\$350 / 3mos, \$630 / 6mos
468 x 60	Page Footer	\$250 / 3mos, \$450 / 6mos

- **Trade Show Guest Registration**

www.asisnyc.org/guest.htm

<b>Ad Size (pixels)</b>	<b>Page Location</b>	<b>Rates</b>
205 x 100	Left Column	\$400 / 3mos, \$720 / 6mos
468 x 60	Page Header	\$450 / 3mos, \$810 / 6mos
468 x 60	Page Footer	\$350 / 3mos, \$630 / 6mos

- Customized Package: Ad placement in multiple positions is available at a discounted rate. Please contact [webadvertising@asisnyc.org](mailto:webadvertising@asisnyc.org) for more information.

\*\*Rates listed may not be current after 30 days of the revision date listed at the top of this document. Please visit: <http://asisnyc.org/advertising> for the most current revision.

## Standard Positions

- **Calendar**

[www.asisnyc.org/calendar.htm](http://www.asisnyc.org/calendar.htm)

<b>Ad Size (pixels)</b>	<b>Page Location</b>	<b>Rates</b>
205 x 100	Left Column	\$250 / 3mos, \$450 / 6mos
468 x 60	Page Header	\$300 / 3mos, \$540 / 6mos
468 x 60	Page Footer	\$200 / 3mos, \$360 / 6mos

- **About Us**

[www.asisnyc.org/about.htm](http://www.asisnyc.org/about.htm)

<b>Ad Size (pixels)</b>	<b>Page Location</b>	<b>Rates</b>
205 x 100	Left Column	\$150 / 3mos, \$270 / 6mos
468 x 60	Page Header	\$200 / 3mos, \$360 / 6mos
468 x 60	Page Footer	\$100 / 3mos, \$180 / 6mos

- **Mailing List**

[www.asisnyc.org/list.htm](http://www.asisnyc.org/list.htm)

<b>Ad Size (pixels)</b>	<b>Page Location</b>	<b>Rates</b>
205 x 100	Left Column	\$150 / 3mos, \$270 / 6mos
468 x 60	Page Header	\$200 / 3mos, \$360 / 6mos
468 x 60	Page Footer	\$100 / 3mos, \$180 / 6mos

- **Hot Topic Articles—Released once every month. Ad will appear on all articles published during ad cycle.**

(Article Example) [www.asisnyc.org/articles/2007\\_02\\_14.htm](http://www.asisnyc.org/articles/2007_02_14.htm)

<b>Ad Size (pixels)</b>	<b>Page Location</b>	<b>Rates</b>
205 x 100	Left Column	\$250 / 3mos, \$450 / 6mos
468 x 60	Page Header	\$300 / 3mos, \$540 / 6mos
468 x 60	Page Footer	\$150 / 3mos, \$270 / 6mos

- Customized Package: Ad placement in multiple positions is available at a discounted rate. Please contact [webadvertising@asisnyc.org](mailto:webadvertising@asisnyc.org) for more information.

## Advertising Orders:

To initiate an advertising order or to see sample ad sizes, please visit: [www.asisnyc.org/advertising](http://www.asisnyc.org/advertising)  
Or call **862.520.2552**

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# ADVERTISING INFORMATION FOR ASISNYC.ORG

## Introduction:

ASISNYC.org is the official web site of the ASIS International New York City Chapter and is used as a primary communication medium to keep the chapter's membership base, leadership, and a subscriber base of 12,000 security professionals connected to chapter events and industry news.

Our web site features the electronic version of our Security Director magazine which is read by more than 20,000 guests online per quarterly issue. ASISNYC.org generates 17,000 hits on a monthly basis due to regular broadcasts of chapter events, career postings, CPP course offerings, and other industry news. In addition, the chapter web site is utilized as the online registration and information center for ASIS NYC's annual tradeshow (the largest ASIS International tradeshow outside of national's) and is frequently visited by tradeshow attendees and exhibitors.

ASISNYC.org provides your organization with an excellent marketing opportunity that allows you to reach a well defined demographic.

## Policy Statement:

ASIS International NYC Chapter (ASISNYC) reserves the right to review and restrict any advertising which the organization does not believe is in the best interest of ASISNYC and its subscriber base. Solicitations for membership, subscribership, products or services, in conflict with ASISNYC or its mission and purpose will not be accepted.

## Advertiser Guidelines:

### Ordering:

All advertising orders and agreements are to be initiated at: [www.asisnyc.org/advertising](http://www.asisnyc.org/advertising)

### Advertising Format:

Deliver ad banners to: [webadvertising@asisnyc.org](mailto:webadvertising@asisnyc.org)

All advertising banners must fit the dimensions of either 205 x 100 pixels or 468 x 60 pixels. Banners will be accepted in .GIF, .JPG or .SWF formats and must be smaller than 100k in file size. ASIS NYC reserves the right to modify the banner file to reduce file size.

If assistance is needed with ad creation, please contact: [webadvertising@asisnyc.org](mailto:webadvertising@asisnyc.org)

Advertisers and advertising agencies agree to indemnify, defend and save ASISNYC from any and all liability for content (including text, illustrations, representatives, sketches, maps, trademarks, labels and other copyrighted material) — advertisements printed or the unauthorized use of any person's name or photograph arising from ASISNYC's reproduction and publishing of such advertisements pursuant to the advertiser's or agency's order. In any case, ASISNYC's liability shall be limited to the advertisement insertion cost.

ASISNYC reserves the right to reject, discontinue or omit any advertising or any part thereof. This right shall not be deemed to have been waived by acceptance or actual use of any advertising matter.

Acceptance of advertising for any product or service is subject to investigation of the product or service and of the claims made for it in the advertisement submitted for publication.

Advertising orders should specify a definite schedule of insertion and location of space. The forwarding of an order is construed as an acceptance of all the rates and conditions under which advertising is sold at that time.

Contracts may be discontinued by either party on 60 days written notice.

ASISNYC reserves the right to give better position than was specified in an order, without increasing the rate.

Payment is required prior to ad placement.

A late payment charge of 2% per month will be applied to past due accounts. In the event of non-payment, ASISNYC reserves the right to hold advertiser and-or advertising agency jointly and severally liable for such monies due and payable to the ASISNYC and all fees involved in collection of such monies.

ASISNYC is not liable for delays in delivery and/or nondelivery in the event of Act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strike, etc.

ASISNYC reserves the right to place the word "Advertisement" with copy.