

RATE REQUIREMENTS: Rates are based on the total space contracted for, **IN WRITING AND IN ADVANCE**. When contracting for multiple months, banner ad will run in consecutive months. Rates are for NLA members only. Non-members are not permitted to advertise on the NLA website. No advertising in violation of existing NLA sponsorship and/or benefit program agreements will be accepted.

Platinum Banner Advertisements

Locations: Top of screen - 1 per page
 Dimensions: 468 pixels wide by 60 pixels high
 Size: 15K
 Format: JPG, GIF or Animated GIF Logo

- 1 MONTH = \$ 1,000
- 2 MONTHS = \$ 950
- 3 MONTHS = \$ 900
- 4 MONTHS = \$ 850
- 5 MONTHS = \$ 800
- 6 MONTHS = \$ 750



Gold Banner Advertisements

Location: Left of screen
 Dimensions: 200 pixels wide by 75 pixels high
 Size: 15K or smaller
 Format: JPG, GIF or Animated GIF

- 1 MONTH = \$ 500
- 2 MONTHS = \$ 450
- 3 MONTHS = \$ 400
- 4 MONTHS = \$ 350
- 5 MONTHS = \$ 300
- 6 MONTHS = \$ 250



WEBSITE ADVERTISING INSERTION ORDER

	<u>1 Mo.</u>	<u>2 Mos.</u>	<u>3 Mos.</u>	<u>4 Mos.</u>	<u>5 Mos.</u>	<u>6 Mos.</u>
Platinum Banner Advertisement	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Gold Banner Advertisement	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Contact Name: _____
 Advertiser: _____
 Address: _____
 City: _____ State: _____ Zip/Postal Code: _____
 Telephone: _____ Fax: _____
 E-Mail: _____

Please sign below, indicating your agreement to the terms and conditions mentioned below.

Signature: _____ Date: _____

Please mail or fax original to: National Limousine Association, 49 South Maple Avenue, Marlton, NJ 08053
 FAX: (856)596-2145

ADVERTISING TERMS AND CONDITIONS

You are hereby authorized to enter our advertisement on www.limo.org and according to the following terms:

The advertiser is liable for payment of all advertising charges incurred at the rates specified herein whether advertising order is placed by advertiser or through an advertising agency or other second-party representative. Failure of advertising agency or other second-party representative to pay advertising charges does not relieve advertiser of this obligation.

All advertising is subject to NLA approval, and the NLA reserves the right to reject any advertising deemed not in keeping with the standards of the organization or the NLA code of ethics, or otherwise objectionable. Advertiser and advertising agency assume liability for all content (including text, representation and illustration) or advertisements posted and also assume responsibility for any claims arising therefrom made against the NLA.

Advertiser and advertising agency assume all responsibility for ensuring advertisements comply with federal, state and local laws and regulations, and agree to indemnify and protect the NLA from any violation thereof.

Payment shall be made to the National Limousine Association upon insertion order. It is expressly understood that this agreement is based upon condition that the advertiser use the minimum space agreed upon during the contract term. If the minimum space is not used as agreed, the charge for all space will be determined by the NLA regular schedule of rates.

The NLA may terminate this contract (a) without notice, if advertiser shall fail to pay the NLA for the advertising as above provided; (b) without notice, if advertiser becomes insolvent, makes an assignment for the benefit of creditors, is adjudged bankrupt, or a receiver of the property or business of advertiser is appointed, or if advertiser shall file a petition seeking relief as a debtor under the Federal Bankruptcy Act, or if a petition is filed against advertiser for reorganization under said Act or for adjunction for bankruptcy; (c) upon five days' notice, for any other cause considered sufficient by the NLA.