

# ASIS-Boston.org Web Site Advertising Rates

ASIS International Boston Chapter Rev. Tuesday, September 6, 2011 \*\*

## Preferred Positions

### Front Page

[www.asis-boston.org](http://www.asis-boston.org)

Ad Size (pixels)	Page Location	Rates (3 Months, 6 Months)
468 x 60	Page Top	\$600 / 3mos, \$1,110 / 6mos
275 x 150	Bottom Right Column	\$400 / 3mos, \$700 / 6mos

### Upcoming Events Page

[www.asis-boston.org/calendar.htm](http://www.asis-boston.org/calendar.htm)

Ad Size (pixels)	Page Location	Rates (3 Months, 6 Months)
468 x 60	Page Top	\$400 / 3mos, \$700 / 6mos
275 x 150	Bottom Right Column	\$300 / 3mos, \$500 / 6mos

### The Security Beacon Newsletter

[www.asis-boston.org/newsletter.htm](http://www.asis-boston.org/newsletter.htm)

Ad Size (pixels)	Page Location	Rates (3 Months, 6 Months)
468 x 60	Page Top	\$400 / 3mos, \$700 / 6mos
275 x 150	Bottom Right Column	\$300 / 3mos, \$500 / 6mos

### ASIS Boston News Page

[www.asis-boston.org/newsletter.htm](http://www.asis-boston.org/newsletter.htm)

Ad Size (pixels)	Page Location	Rates (3 Months, 6 Months)
468 x 60	Page Top	\$400 / 3mos, \$700 / 6mos
275 x 150	Bottom Right Column	\$300 / 3mos, \$500 / 6mos

### Customized Package

Ad placement in multiple positions is available at a discounted rate. Please contact [webad@asis-boston.org](mailto:webad@asis-boston.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://asis-boston.org/advertising.htm> for the most current revision.

## Standard Positions

### About Page

[www.asis-boston.org/about.htm](http://www.asis-boston.org/about.htm)

<b>Ad Size (pixels)</b>	<b>Page Location</b>	<b>Rates (3 Months, 6 Months)</b>
468 x 60	Page Top	\$300 / 3mos, \$600 / 6mos
275 x 150	Bottom Right Column	\$250 / 3mos, \$450 / 6mos

### Leadership Page

[www.asis-boston.org/leadership.htm](http://www.asis-boston.org/leadership.htm)

<b>Ad Size (pixels)</b>	<b>Page Location</b>	<b>Rates (3 Months, 6 Months)</b>
468 x 60	Page Top	\$300 / 3mos, \$600 / 6mos
275 x 150	Bottom Right Column	\$250 / 3mos, \$450 / 6mos

### Resources Page (Educational information)

[www.asis-boston.org/education.htm](http://www.asis-boston.org/education.htm)

<b>Ad Size (pixels)</b>	<b>Page Location</b>	<b>Rates (3 Months, 6 Months)</b>
468 x 60	Page Top	\$300 / 3mos, \$600 / 6mos
275 x 150	Bottom Right Column	\$250 / 3mos, \$450 / 6mos

### Career Opportunities Page

[www.asis-boston.org/career.htm](http://www.asis-boston.org/career.htm)

<b>Ad Size (pixels)</b>	<b>Page Location</b>	<b>Rates (3 Months, 6 Months)</b>
468 x 60	Page Top	\$300 / 3mos, \$600 / 6mos
275 x 150	Bottom Right Column	\$250 / 3mos, \$450 / 6mos

### Customized Package

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## Advertising Orders

To initiate an advertising order or to see sample ad sizes, please visit: [www.asis-boston.org/advertising.htm](http://www.asis-boston.org/advertising.htm)

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# Advertising Information for ASIS-Boston.org

ASIS-Boston.org is the official web site of the ASIS International Boston Chapter and is used as a primary communication medium to keep the chapter's membership base, leadership, and a subscriber base of 2,000 security professionals connected to chapter events and industry news.

Our web site features the electronic version of our *The Security Beacon* newsletter which is read by more than 1,000 guests online per monthly issue. ASIS-Boston.org generates over 2,500 hits on a monthly basis due to regular broadcasts of chapter events, career postings, educational offerings, EXPO announcements, regional news, legislative news other industry resources useful for the industry. In addition, the chapter web site is utilized as the online registration and information center for ASIS Boston's annual EXPO and is frequently visited by tradeshow attendees and exhibitors.

ASIS-Boston.org provides your organization with an excellent marketing opportunity that allows you to reach a well defined and targeted demographic.

## Policy Statement:

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

## Advertiser Guidelines:

### Ordering:

All advertising orders and agreements are to be initiated at:

[www.asis-boston.org/advertising.htm](http://www.asis-boston.org/advertising.htm)

### Advertising Format:

Deliver ad banners to: [webad@asis-boston.org](mailto:webad@asis-boston.org)

All advertising banners must fit the dimensions of either 275 x 150 pixels or 468 x 60 pixels. Banners will be accepted in .GIF, .JPG or .SWF formats and must be smaller than 150k in file size. ASIS-Boston reserves the right to modify the banner file to reduce file size.

If assistance is needed with ad creation, please

contact: [webad@asis-boston.org](mailto:webad@asis-boston.org)

Advertisers and advertising agencies agree to indemnify, defend and save ASIS-Boston 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 ASIS-Boston's reproduction and publishing of such advertisements pursuant to the advertiser's or agency's order. In any case, ASIS-Boston liability shall be limited to the advertisement insertion cost.

ASIS-Boston 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.

ASIS-Boston 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 nonpayment, ASIS-Boston reserves the right to hold advertiser and-or advertising agency jointly and severally liable for such monies due and payable to the ASIS-Boston and all fees involved in collection of such monies.

ASIS-Boston 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.

ASIS-Boston reserves the right to place the word "Advertisement" with copy.