

ADVERTISE TO THOUSANDS OF WEB SITE VISITORS A YEAR!



**2012-2013 AGREEMENT FOR ADVERTISING ON
CARABOWLING.ORG**

The Capital Area Rainbowlers Association (CARA) is offering advertising opportunities on carabowling.org.

The undersigned company representative agrees to place an advertisement on the Capital Area Rainbowlers Association Web site, and by their signature agree to the following:

1. Return full payment and this agreement to the address below.
2. Supply the file containing the advertisement to CARA electronically to webmaster@carabowling.org.

(Please print or type)

Company Name: _____

Contact Person: _____

Authorizing Signature: _____

Title: _____

Street Address: _____

City, State, Zip: _____

Telephone: _____ Fax: _____

URL for ad to appear on: _____

My ad should link to: _____

Payment

Check only! (Payable to CARA) Check number: _____

Amount enclosed: \$ _____ Date: _____

2012-2013 ADVERTISING SPECIFICATIONS FOR CARABOWLING.ORG

Please send an electronic file of your company's advertisement if at all possible. If not, please send the camera-ready artwork to the address below. CARA will scan it in and send you an online proof to review before the ad goes live.

FORMAT: JPEG format is ideal. Files can also be sent as a GIF, PDF, TIFF or EPS. Flash or animated GIF ads are also acceptable.

SIZES: (You may want to refer to www.carabowling.org when reading this)	PRICES: (per page, per year)
Banners: 421 pixels wide x 100 pixels high	\$175
Right side, large ad: 185 pixels wide x 300 pixels high	\$100
Right side, small ad: 185 pixels wide x 150 pixels high	\$50
Classified/text ad: Up to 25 words with a link	\$30

ROTATION: All ads will rotate randomly to attempt to have equal exposure for all advertisers.

BANNER ADS: CARA will limit the number of banner ads to one per page. If there is more than one banner advertiser, all ads will rotate randomly to attempt to have equal exposure for all advertisers.

QUALITY: All ads will be subject to the approval of CARA, both in regards to content and style. CARA assumes no responsibility for the content or claims made in the ad.

AD POSTING: Ads will be posted as soon as receipt of the payment has been confirmed.

SEND TO:

CARA Webmaster
ATTN: ADVERTISING
3052 S. Buchanan St., #A2
Arlington, VA 22206
703.820.2524 fax

THANK YOU FOR YOUR SUPPORT!

ADVERTISE TO 550+ BOWLERS FOUR TIMES A YEAR!



2012-2013 AGREEMENT FOR ADVERTISING IN THE CARA NEWSLETTER

CARA distributes a printed newsletter quarterly at all of its 12 area leagues.

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2. Supply the file containing the advertisement to CARA electronically to webmaster@carabowling.org.

(Please print or type)

Company Name: _____

Contact Person: _____

Authorizing Signature: _____

Title: _____

Street Address: _____

City, State, Zip: _____

Telephone: _____ Fax: _____

Payment

Check only! (Payable to CARA) Check number: _____

Amount enclosed: \$ _____ Date: _____

CARA NEWSLETTER AD SIZES

*All ads are black & white in the printed version and color in the PDF posted online.
Please inquire if you would like to advertise in color in the printed version.*

Please check below the size ad you would like to place 1 Issue B/W 4 Issues B/W

Quarter page: \$30.00 \$100.00

3½ W x 4½ L

or

7 W x 2¼ L

Eighth of a page: \$15.00 \$50.00

3½ W x 2¼ L

or

7 w x 1⅛ L

FORMAT: JPEG format is ideal. Files can also be sent as a GIF, PDF, TIFF or EPS.