

# Advertising rates & information for WSMA's *online* Career Center

## ■ **Deadlines and cancellation policy**

Classified and display advertising are uploaded weekly on Mondays (subject to change).

All advertising is subject to approval by WSMA. If you have questions, call (206) 441-9762 or 1 (800) 522-0612.

## ONLINE DISPLAY ADS

Four display ad spaces are available on the Career Center web page at [http://www.wsma.org/career\\_center/view-ads](http://www.wsma.org/career_center/view-ads), placed directly to the right of the index, where visibility is highest.

## ■ **Graphic requirements**

Ads must be no larger than 150 (wide) x 125 (high) pixels. All ads should be submitted as JPG, or GIF files (72 dpi). Animated GIF and SWF files are also accepted. Your specific URL (i.e. [www.yoursite.com](http://www.yoursite.com)) will link your ad to your website. The WSMA requests that advertisers carefully review ad materials before submitting them for publication. The WSMA is not responsible for errors in original materials.

## ■ **How to submit your ad**

Digital display ads should be emailed to [gfs@wsma.org](mailto:gfs@wsma.org).

Design services at WSMA are available to produce a simple 150 pixel by 125 pixel digital ad, WSMA charges \$65 per hour with a minimum of one hour billed. We request that if company logo is used, the file comes to us as a graphic file, such as jpg, gif, native Photoshop or Illustrator files. Advertiser will approve and sign off on ad before it is published online.

## ■ **Online display rates**

Digital display ads are run monthly, with discounts available for multiple month placement.

- 1 month - \$250
- 3 months - \$200 per month
- 6 months - \$190 per month
- 12 months - \$175 per month

## ■ **Payment for online display ads**

First-time advertisers are asked to pay in full prior to the ad appearing on the website. Returning advertisers will be invoiced. Payment is due 15 days from the date of invoice.



## ONLINE CLASSIFIEDS

Career Center classified ad rates for members - \$60 for the first 50 words or less and 60 cents for each additional word; rates for non-members - \$100 per month for the first 50 words or less and \$1 for each additional word. Links to websites and emails - \$15 per link. Logo placement within your classified ad is now available at \$25 per placement. Please limit logo width to maximum 150 pixels wide. We accept either JPG or GIF files (72 dpi).

If a classified ad is placed both online and in our monthly WSMA Reports publication, the higher-priced ad will be discounted by 10%.

## ■ **How to submit your ad**

Submit your Career Center online classified at [www.wsma.org/career\\_center](http://www.wsma.org/career_center). Logos should be email to [gfs@wsma.org](mailto:gfs@wsma.org)

## ■ **Payment for Career Center classified ads**

First-time advertisers are asked to pay in full prior to the ad appearing on the website. Returning advertisers will be invoiced. Payment is due 15 days from the date of invoice.