

**WASHINGTON STATE MEDICAL ASSOCIATION**

**2010/2011 DISPLAY AD CONTRACT FOR WSMA ONLINE CAREER CENTER**

Date: \_\_\_\_\_

Advertiser: \_\_\_\_\_

Your website URL: \_\_\_\_\_

Ad agency (if appropriate): \_\_\_\_\_

**Size of ad:**

Ads must be no larger than 150 (wide) x 125 (high) pixels. All ads will be submitted as GIF or JPG files (72 dpi). Your specific URL (i.e. 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.

Design services are available. Contact Cheryl Strother at [cls@wsma.org](mailto:cls@wsma.org) for more information.

**Placement rate (by month):**

\_\_\_\_\_ 1x      \_\_\_\_\_ 3x      \_\_\_\_\_ 6x      \_\_\_\_\_ 12x

Digital display ads are run monthly, with discounts available for multiple month placements (see breakdown below).

*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.**

**All online digital display ads should be emailed to [gfs@wsma.org](mailto:gfs@wsma.org).**

Billing address: \_\_\_\_\_

Signature: \_\_\_\_\_

Contact name: \_\_\_\_\_

Contact phone: \_\_\_\_\_

Contact email: \_\_\_\_\_

**Please fax to (206) 441-5863, Attn: Graham Short, or email in .pdf format to [gfs@wsma.org](mailto:gfs@wsma.org)**