



ASCA SCENE ADVERTISING RATE CARD

The ASCA SCENE, a professional networking site, allows school counselors to stay on top of school-counseling-related events, read or post blog messages, participate in message boards, share files and much, much more. Advertise on the ASCA SCENE, and you can reach school counselors 24/7. Your ad – linked to your Web site – keeps your products/services or institution right at the fingertips of school counselors. Ad space is limited to 5 ad positions so reserve your space today!

POSITIONS:

Home Page Plus – Right Side Bar (4 positions available)

Ad appears on 5 pages: Home Page, Member Profiles, Discussions, Group Blog & Member Connections

Home Page - Bottom Banner (1 position available)

Bottom banner ad appears on bottom of home page only

SPECIFICATIONS:

Home Page Plus ad size: 300 x 100 pixels

Bottom Banner ad size: 500 x 65 pixels

File Format: JPEG

No animation files, static only at this time

1 URL to link to ad

AD DEADLINES:

- Insertion Orders & Ad due by 25th of the month proceeding Web insertion. i.e. Dec. 25th for ad beginning Jan. 1
- Must include Web site for ad link
- Ad space is limited to 5 ad spots – 4 Right Side Bar ads and 1 Bottom Banner ad

ASCA SCENE PRICING (Minimum 3 Month Term):

<u>Position</u>	Total 3 Months	Total 6 Months	Total 9 Months	Total 12 Months
Home Page Plus-Right Side Bar Ads:	\$ 900	\$ 1,710	\$ 2,437	\$ 3,217
Bottom Banner Ad:	\$ 600	\$ 1,140	\$ 1,624	\$ 2,057



ASCA Scene Advertising Advertising Insertion Order Form

Company _____

Address _____

City _____ State _____ ZIP _____

Phone _____ Fax _____

Contact _____ E-mail _____

Billing Address (if different than above) _____

Ad Insertion for: (check all that apply)

ASCA SCENE:

Home Page Plus-Right Side Bar 3 Months 6 Months 9 Months 12 Months

Home Page - Bottom Banner Ad 3 Months 6 Months 9 Months 12 Months

Indicate Month to Begin: _____

BILLING: Total amount to be billed (See Advertising Rates). *Advertising will be billed for the full term in the first month.*

\$ _____

Signature

Date

For further information, contact:

Ad Guidance, Inc. • 283 Whistlewood Lane, Winchester, VA 22602

Toll Free: 1-800-597-7210 • Fax: 1-540-542-0550

E-mail: ken@adguidance.com

GENERAL CONDITIONS FOR ADVERTISING

No advertisement shall be published unless an Insertion Order form and ad copy (see mechanical requirements) are received at the offices of Ad Guidance, Inc. by the closing deadline specified by Ad Guidance, Inc. for the issue(s) desired.

Changes in advertising copy shall not be considered authorized by the Advertiser unless confirmation of such change is received in writing at the offices of Ad Guidance, Inc. by the closing date for the issue(s) desired. If copy changes are not properly confirmed in writing prior to the insertion deadline, the Advertiser's most recent ad copy shall be used.

If all necessary advertising materials are not received at the offices of Ad Guidance, Inc. by the closing deadline for the issue(s) desired, placement of the advertisement in that issue(s) is not guaranteed.

No advertisement may be canceled after the Insertion Order date for the issue in which it is scheduled to appear.

Layout and typesetting costs are not included in the Publisher's advertising price, and shall be billed separately to the Advertiser at prevailing rates.

The Advertiser must pay the Publisher's invoices within 30 days. The Publisher reserves the right to withhold further advertisements for any Advertiser with a past due account.

The Publisher shall not be responsible for errors caused by designers and typesetters.

The Publisher shall not be responsible for claims made in advertisements, and the Advertiser shall indemnify and hold the Publisher harmless from any liability of any kind arising from such claims, including reasonable attorney's fees and all other associated costs of litigation.

All advertisements are subject to approval by the Publisher. Such approval shall be granted or withheld solely at the Publisher's absolute discretion.

The Advertiser and any agency utilized by it are subject to satisfactory credit reports.

The Advertiser specifically warrants that all photographs and endorsements are covered by valid, written consents, and the Advertiser shall indemnify and hold the Publisher harmless from any liability of any kind resulting from publication thereof, including reasonable attorney's fees and all other associated costs of litigation.

In the event that a dispute arises between the Publisher and the Advertiser that is not specifically governed by the foregoing terms and conditions, such dispute shall be resolved in accordance with the custom of the trade.