



ASCA SCENE Advertising Rate Card/Insertion Order

New Web Advertising Opportunity:

Check out ASCA's newest advertising opportunity - the ASCA SCENE. The SCENE, a social 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 web site 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!

PRICING (Minimum 3 Month Term):				
Position	Total 3 Months	Total 6 Months	Total 9 Months	Total 12 Months
Home Page Plus-Right Side Bar Ads:	\$ 900	\$ 1,710	\$ 2,437	\$ 3,087
Bottom Banner Ad:	\$ 600	\$ 1,140	\$ 1,624	\$ 2,057

AD SIZES & FILE FORMAT:

Home Page -Right Side Bar (4 positions available): **300 x 100 pixels**

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

File Format: JPEG

COLOR: RGB

Web-Ready Resolution: 72 dpi

(NOTE: Animated files are not supported at this time)

Bottom Banner (1 position available): **728 x 90 pixels**

Bottom banner ad appears on 4 pages including: calendar page, file cabinet, photo cabinet & e-mail blast pages

AD DEADLINES:

- Insertion Orders & Ad due by 25th of the month proceeding web insertion. i.e. Oct. 25th for ad beginning Nov. 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

Indicate Month to Start ASCA SCENE Web Ad: _____

Position: Home Page Plus - Right Side Bar Ads Bottom Banner Ad

Price: Number of Months _____ at \$ _____

Billing Information:

Contact Name: _____ Company: _____

Address: _____ City: _____ State: _____ Zip: _____

E-mail: _____ Phone: _____ Fax: _____

Signature: _____ Date: _____