

Email Advertising Rates 2012



Description	QTY Sent <i>approximate</i>	Issues per Year
PAS Member Newsletter A highly targeted email communication sent to all active PAS members that contains PAS news, announcements, deadlines, member profiles, member benefits, publication previews and more.	20,000	12
PAS Newsletter Email newsletter sent to non-members interested in everything percussion. Audience includes past and future PAS members. Content includes PAS updates, general percussion education resources, PAS publications, PAS Chapter information, Day of Percussion notices, and more.		
PASIC Newsletter A monthly communication sent to all PAS members and non-members interested in staying up-to-date with everything related to PASIC. Content includes event information, artist announcements, International Drum and Percussion Expo, Marching Percussion Festival, Drum Circle Facilitation Workshop, and more.	20,000	12
Total Impressions per Month <i>Banner ads will be sent in two email publications per month hitting approx. 20,000 unique individuals twice for a total of 40,000 impressions.</i>	40,000	

PAS Sustaining Members Save 25%

Type of ad	Size in pixels (w x h)	Price per issue
Half Banner	234x60	\$325
Square Banner	250x250	\$275
Skyscraper	120x600	\$235
Vertical Banner	120x240	\$200
Button	120x90	\$150

IMAGE AND FILE REQUIREMENTS:

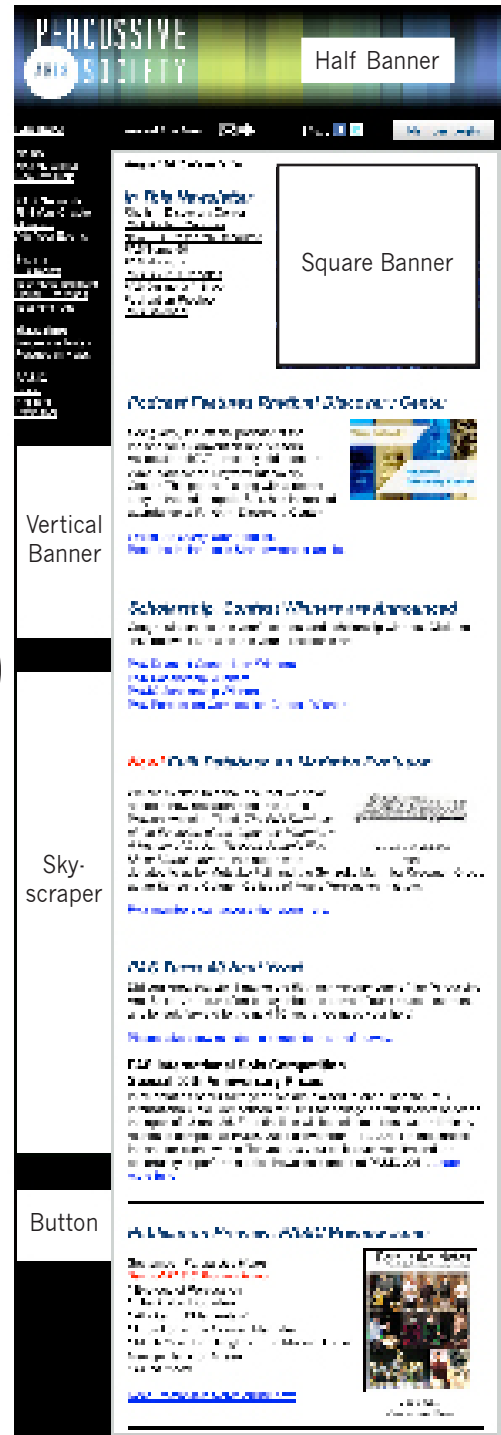
File Types Accepted: Banner ad images must be sent as .JPG or .GIF

File Size: Image must be less than 90KB in size

File Name: Image can NOT include spaces in the filename. Please use the following naming convention:

yourcompany_typeofad.jpg (.gif)
 e.g.: CompanyZ_verticalbanner.jpg

Ads must be received by the 1st day of the month of publication



CONTACT



317.974.4488



advertising@pas.org

Terms and Conditions: A finance charge of 1.5% per month will be charged for any overdue account. Any advertiser having an unpaid balance 60 days or more will be required to pay the unpaid balance before any new or additional ad(s) may be placed in any PAS email communication. PAS reserves the right to review each advertiser's account on an individual basis. PAS reserves the right to approve all advertising material, with the right to reject any advertisement. PAS will identify and reject any advertisement that may be mistaken for editorial matter. PAS reserves the right to cancel an advertisement even if receipt has been acknowledged.