



# INTERNATIONAL ASSOCIATION FOR PROPERTY AND EVIDENCE, INC.

## IAPE ONLINE ADVERTISING RATES

Please note that all rates are a flat monthly charge, and we do not charge per click.  
All online advertising must be prepaid prior to ad going live on IAPE.org web site.

### Home page:

- Top, home page 468 x 60 Full Banner:
  - 3 months: \$ 950
  - 6 months: \$1,650
  - 12 months: \$2,950

*Rotates with maximum 6 other banners, 15-20 second random rotation Unlimited rotation on home page position*

- Bottom, home page 234 x 60 1/4 - Banner
  - 3 months: \$ 400
  - 6 months: \$ 650
  - 12 months: \$ 950

*Rotate with maximum 6 other banners per position 10 second rotation. Unlimited rotation in each of 3 positions.*

### Interior Pages:

- Top, interior page 468 x 60 Full Banner
  - 3 months: \$ 550
  - 6 months: \$ 850
  - 12 months: \$1,850

*Unlimited rotation on all interior pages, 15 second rotation*

- Right Side 120 x 90 rectangle
  - 3 months: \$ 250
  - 6 months: \$ 450
  - 12 months: \$ 625

*Placement throughout web site (ads do not rotate)*

## IAPE Ad Rate Sheet, Page 2

- Right Side            120 x 240 rectangle
  - 3 months: \$ 350
  - 6 months: \$ 550
  - 12 months: \$ 750

*Unlimited rotation on all interior pages 10-15 second rotation*

**Link Only:** •Link to your website home page from our Advertisers Index page (price is for each category you wish to be listed) refer to: <http://iape.org/Ads/index.htm> for an example of how new web site will look.

- 3 months: \$ 75
- 6 months: \$ 100
- 12 months: \$ 150

\*PLEASE NOTE: All advertisers in the quarterly Evidence Log magazine get one free web site home page link, in the category of your choice. \_\_\_\_\_

### **Art Work Deadlines:**

All final Online ads are due to IAPE 2 weeks prior to publication.

### **ART SERVICES**

Our art department can create ads and/or landing pages for you. Just provide your logo in digital format, images, copy and web page link, and we can create an ad (animated or image ad) that is yours to use on our site, as well as any site you wish to have advertising.

Our rates are based on an hour rate. We can give you an exact estimate when we see your files and your requirements.

Ads are built per IAPE.org ad specifications, but you are free to utilize on any web sites. We will post your ad to our site and you will also receive the final ad file (jpg, swf or gif) via email or mail (for an extra charge) for your use.

## **APE Ad Rate Sheet, Page 3**

**Animated ads:** Up to 15 seconds long. May loop or not. Up to four frames/transitions. Provide all images, logos, photos, text/copy, link/URL address.

- 468 x 60 banner, 120 x 60 banner, 90 x 120 rectangle, 240 x 120 rectangle (swf or gif file)  
Typically 2-4 hours @ \$120/hr.

### **Non-animated Ads:**

- 468 x 60 banners, 120 x 60 banner, 90 x 120 rectangle, 240 x 120 rectangle (jpg)  
Typically 1-2 hours @ \$120/hr.

Please allow approx 2-3 weeks from request to completion of ad. May be faster depending on our schedule and complexity of your request.

All ads will be estimated prior to work commencement. Min 1 hour charge on all jpeg ads, and 2 hour minimum on all animated (gif or swf ) ads. Upon agreement, work must be prepaid prior to commencement.

**Landing pages, Micro Web sites:** Our web design department can also help you create one-page landing pages and micro sites (or even full blown web sites like ours!). Prices start at \$1,500 for a simple landing page. You can also find help getting a domain and hosting your site, contact: paul@iape.org