

# International Court System Web Site Advertising Opportunities 2009

[www.impcourt.org](http://www.impcourt.org)

## Contents

- Web Advertising Rates
- Web Advertising Specifications
- Web Advertising Contract
- Contact Information
- Placement Specifications
- Payment
- Advertising Policies



# Why Advertise with ICS?

The International Court System represents an extensive network of charity fundraising organizations, with close to 70 Courts/chapters in the United States, Canada and Mexico.

As representatives of our Courts, our primary goals are:

- To further relationships with businesses and organizations within our local communities
- To hold functions and fundraisers to benefit the communities
- To help those in the community who are in need of our assistance.

Each year our organizations contribute tens of thousands of dollars to their local community services as well as to National and International causes such as the Pink Ribbon Campaign.

In addition to some of the other positive aspects of the Court System, perhaps the best is that our organization is open to everyone. Our membership is made up of every aspect of society: lesbian, gay, bisexual, transgendered and heterosexual. A person's gender, lifestyle or mode of dress has no bearing on being a member of the court "family."

The ICS website receives over 4000 hits with close to 2000 unique users monthly and represents a wonderful way to reach your future and current customers letting them know about your business.

## Web Advertising Rates

**Note:** All pricing is per ad, per month (except for Vendor Website Links).

### Top Banner Ad: (640 x 80 pixels)

Location	6 Months	12 Months
Home/Index Page	N/A	\$120
Calendar Page	\$110	\$100
Information Page	\$100	\$90
International Court Council Page	\$100	\$90
International Court Parliament Page	\$100	\$90
ICIS Page	\$100	\$90
All of the Above	N/A	\$500

### Right Column Ad A: (170 x 120 pixels)

Location	6 Months	12 Months
Home/Index Page	N/A	\$75
Calendar Page	\$70	\$60
Information Page	\$60	\$50
International Court Council Page	\$60	\$50
International Court Parliament Page	\$60	\$50
ICIS Page	\$60	\$50

### Right Column Ad B: (170 x 120 pixels)

Location	6 Months	12 Months
Home/Index Page	N/A	\$75
Calendar Page	\$70	\$60
Information Page	\$60	\$50
International Court Council Page	\$60	\$50
International Court Parliament Page	\$60	\$50
ICIS Page	\$60	\$50

### Vendor Web Site Link with Logo:

Location	6 Months	12 Months
Participating Vendors Page	N/A	\$25 per year

## Web Advertising Specifications

### Ad Size

Top Banner Ad: 640 x 80 pixels

Right Column Ad A: 170 x 120 pixels

Right Column Ad B: 170 x 120 pixels

### Delivery

The ICS web designer can develop your ad for an additional fee. Please contact Mark Campbell at [Empr1Mark@aol.com](mailto:Empr1Mark@aol.com) for details.

- Online Ads - Should be provided at the sizes specified below in JPEG format. 72 dpi minimum.
- Corporate Logos - Should be provided in Adobe Illustrator (.AI) or .EPS format.
- Photography - Should be provided in JPEG format. No less than 72 dpi (300 dpi preferred).
- Copy/Content - Should be provided electronically in Word format or in an email.

Listed below are important details for Top Banner Ads, Right Column Ads, and Logos. Please note the following information:

- E-mail to [Empr1Mark@aol.com](mailto:Empr1Mark@aol.com)
- Cancellations must be received in writing (fax, mail, e-mail) by 12:00 pm SEVEN (7) BUSINESS DAYS prior to ad's scheduled start date.
- All banner ads may contain a combination of graphic and text elements.
- Reservations, payment and materials are required TEN (10) BUSINESS DAYS before the ad's scheduled start date, no exceptions.
- Based upon first come basis; ICS reserves the right to limit frequency.

**Top Banner Ad:  
640 x 80 pixels**

**Right Column Ad  
A/B:  
170 x 120 pixels**

# 2008 Web Site Advertising Contract

**Instructions:** Please complete sections I-IV and return completed contract with payment to ICS.

## I. Contact Information

### Advertiser:

---

Firm Name

---

Contact Person

---

Title

---

Mailing Address (Street)

City, State & Zip

---

Phone

Fax

---

Email

Web Site

### Ad Contact (if different):

---

Firm Name

---

Contact Person

---

Title

---

Mailing Address (Street)

City, State & Zip

---

Phone

Fax

---

Email

### Billing Contact:

---

Firm Name

---

Contact Person

---

Title

---

Mailing Address (Street)

City, State & Zip

---

Phone

Fax

---

Email

## II. Placement Specifications

**Note: Please complete this page for each ad requested.**

**Ad Type (Check One):** Please see pages 2 & 3 for pricing.

A: Top Banner Ad (Horizontal) 246 x 65 pixels

B: Right Column Ad A (Vertical) 178 x 120 pixels

C: Right Column Ad B (Vertical) 178 x 120 pixels

Vendor Web Site Link with Logo

---

Name to display as link

---

URL address to point link to

**Ad Duration:** Please see pages 2 & 3 for availability - not all ads are offered for the 6 month period.

6 months

12 months

**Ad Location:** Please indicate your preference - first (1), second (2), and third (3).

\_\_\_ Home/Index Page

\_\_\_ Calendar Page

\_\_\_ Information Page

\_\_\_ International Court Council Page

\_\_\_ International Court Parliament Page

\_\_\_ ICIS Page

\_\_\_ All of the Above

**Please send completed ads to:**

ICS

c/o Mark Campbell

Email: [Empr1Mark@aol.com](mailto:Empr1Mark@aol.com)

### III. Payment

#### Fee Calculation

##### A: Top Banner Ad (Horizontal) 246 x 65 pixels

Home/Index Page	_____ # of months _____	x \$ Ad Rate= \$ _____	Total
Calendar Page	_____ # of months _____	x \$ Ad Rate= \$ _____	Total
Information Page	_____ # of months _____	x \$ Ad Rate= \$ _____	Total
International Court Council Page	_____ # of months _____	x \$ Ad Rate= \$ _____	Total
International Court Parliament Page	_____ # of months _____	x \$ Ad Rate= \$ _____	Total
ICIS Page	_____ # of months _____	x \$ Ad Rate= \$ _____	Total
All Pages	_____ # of months _____	x \$ Ad Rate= \$ _____	Total

##### Right Column Ad (Vertical) 178 x 120 pixels

Home/Index Page	_____ # of months _____	x \$ Ad Rate= \$ _____	Total
Calendar Page	_____ # of months _____	x \$ Ad Rate= \$ _____	Total
Information Page	_____ # of months _____	x \$ Ad Rate= \$ _____	Total
International Court Council Page	_____ # of months _____	x \$ Ad Rate= \$ _____	Total
International Court Parliament Page	_____ # of months _____	x \$ Ad Rate= \$ _____	Total
ICIS Page	_____ # of months _____	x \$ Ad Rate= \$ _____	Total

##### Vendor Website Link with Logo

Participating Vendors Page	(Annual)	\$25.00	x \$ Ad Rate = \$ _____	Total
----------------------------	----------	---------	-------------------------	-------

#### Total Ad Fees Due

\$ _____
----------

#### Payment

Credit cards not accepted. Please make checks payable to ICS.

_____	_____	_____
Check Number	Date	Amount

## IV. Advertising Policies

### Acceptance

**Advertiser agrees to above terms and policies.**

**Accepted by ICS**

Signature	Date	Signature	Date
Title		Title	

Please retain a copy of this contract for your records.

Advertiser's online ad will begin on a date and in a location mutually agreed upon by advertiser and ICS editor. Ads will be renewed automatically for the original contract term and rate and billed accordingly. ICS must receive written notification of termination thirty (30) days prior to the desired termination date. Any additional months, beyond the original contract span, will be charged at the monthly rate of the initial posting. Partial months will be billed at a full monthly rate.

ICS has sole discretion and reserves the right to determine suitability of all ads submitted for distribution, and to reject advertising not meeting ICS editorial or digital criteria.

The advertiser is responsible for providing all information and digital art work to meet specifications, outlined in Ad Specifications and Ad Policies sections. Ads must be in a file format outlined in Ad Specifications of this document. Changes to ads may occur only upon a new ad commitment. Please contact ICS for placement options before forwarding file.

Advertiser agrees to pay the full contract amount prior to the posting of any ad. This fee is non-refundable and will not be prorated if the advertiser should discontinue the service prior to the end of contract period.

Advertiser agrees to not hold ICS responsible for any liability, loss, cost, claim, damage or causes of action that the advertiser may suffer as a result of the agreed-upon transaction, including but not limited to loss resulting from service delays and incomplete or interrupted service, regardless of cause or fault. ICS's liability is limited to extension of contract by period of time ad failed to display.

### **Please return signed contracts with payment to:**

**ICS  
c/o Mark Campbell  
715 Black Rock Tpke #10  
Fairfield, CT 06825  
(203) 612-7214**