



Website Banner Ad Program Agreement



Advertiser: (Please Print)

Business Name _____

Authorized Individual _____

Billing Address _____

City _____ State _____ Zip _____

Phone () _____ FAX () _____

E-mail _____

AD OPTIONS:

 All new accounts require a \$50 setup fee.

Option 1: **SPONSOR BANNER (top)** **\$250/month**

Monthly fee structure...header banner (only) that rotates in and out of position with other sponsors on home page and secondary pages. Hyperlink included. **MINIMUM RUN: 3 MONTHS.**

AD SIZE: 728 x 90 pixels

Option 2: **SPONSOR BANNER (side)** **\$100/month**

Monthly fee structure...side banner (only) that rotates in and out of position with other sponsors on home page and secondary pages. Hyperlink included. **MINIMUM RUN: 3 MONTHS.**

AD SIZE: 300 x 250 pixels

Option 3: **EVENT BANNER (side)** **\$100/month**

Monthly Fee Structure...side banner (only) that rotates in and out of position with other event listings on home page and secondary pages. **MINIMUM RUN: 2 MONTHS.**

AD SIZE: 300 x 250 pixels

AD PLACEMENT MONTHS:

(Check ad run months)

Jan	Feb	Mar	Apr	May	Jun
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Jul	Aug	Sep	Oct	Nov	Dec
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

TERMS Initial Web contracts must be paid in advance. Terms are net 30 after first contract. Balance net 10 upon receipt of invoice. By signing below, the business and the authorized individual agree to terms of this agreement and agree to be financially responsible for the media placement on the ICS Website.

SRI _____

Authorized Signature _____ Date _____

*Pricing subject to change. Existing contract pricing honored.

Acceptable Formats

Banner advertisements are acceptable in the following digital formats:

JPG **GIF** **PNG** **SWF**

File Size:

Banners must be 50K or smaller.

Animation Requirements

- Animation is acceptable for banners in .GIF or .SWF formats.
- Animation is restricted to a maximum of 15 seconds.
- Animation frame rate is restricted to a 15-20 fps frame rate.
- Audio/visual effects are allowed, but only when initiated by the user. Default setting for all ads containing audio must have sound turned off. Once sounds are initiated, users must have the ability to turn them off again.
- All Flash banners must use Flash versions 4+.
- Flash code cannot make external server calls for additional Javascript or other functionality. All functionality must be localized to the code itself.
- Any banner advertisement submitted in Flash format is required to be clickable. The following PDF contains instructions on creating an acceptable banner. Due to the formatting of SWF files, ICS cannot offer services to resolve non-clickable banners and must return them to the advertiser for correction. Any new contract launch date will be rescheduled until a correct SWF banner is submitted.

Banner Quality

Banners must be clear and legible. We reserve the right to disapprove low quality or blurry banner advertisements.

Acceptable Ad Content

We reserve the right to exercise discretion regarding the advertising accepted for this site, as noted in our Terms and Conditions. Therefore, we may not accept advertising related to certain products or services such as, but not limited to, mature sexual themes, nudity and/or sexual activity, crude or indecent language that may be offensive or inappropriate.

DO NOT MIMIC SYSTEM FUNCTIONALITY OR WARNINGS.

- Banners should not pretend to be a system or site warning.
- Banners should not mimic or resemble Windows/Max/Unix dialog boxes or error messages.
- Banners should not have mock animated features, such as drop down menus or search boxes, unless the functionality actually works.
- "Trick to click" banners which may confuse the user are not allowed. This includes ads which simulate a cursor arrow moving and clicking on the ad.

DO NOT IMPLY INACCURATE AFFILIATIONS.

Banners may not imply an affiliation with ICS unless authorized permission is granted.

Trademark Infringement

Please note that the advertiser or authorized agent is responsible for the content of any advertisement submitted. ICS Terms and Conditions prohibit intellectual property infringement by advertisers.