



# Web Site Advertising Rate Sheet

rates as approved at the GSDCA April 2008 Board Meeting

## Classified Ads

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	Member	Non-Member
3 month	\$75.00	\$125.00
12 month	\$250.00	\$450.00
3 month with web page*	\$150.00	n/a
12 month with web page*	\$400.00	n/a

\* Classified ads with web page include a single page on the GSDCA site with a link from your classified ad. This option is primarily intended for advertisers who do not have their own web site. The single page is limited to two photos, a three generation pedigree, a short paragraph or two, and your contact information. It is set up to promote litter, and follows a standard format with no special design work. Directing people to your own web site with a link in your classified ad is a much better option if you have a site.

The new GSDCA web site has one classified section. Kennel and litter ads are organized by state to help potential buyers. Ads that are not for kennels or litters will be placed in a miscellaneous category. Classified ads are **limited to 50** words (as counted by Microsoft Word). Text may be emailed to john2@jmade-sign.com. Photos may also be emailed, and should be provided in .jpg format.

## Banner Ads

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	Member	Non-Member
12 month non-commercial**	\$400.00	\$600.00
12 month commercial**	\$600.00	\$900.00

\*\* For the purposes of banner advertising on the GSDCA web site, commercial advertising is defined as advertising promoting anything other than kennels, handlers, conditioning and training.

The new GSDCA web has a single advertising banner at the top of each page except for the main home page which is advertising free. Banners are randomly displayed in this area each time a visitor opens or refreshes a page. Your banners will receive equal exposure on all pages within the site (pages that have not been converted to the new design, the GSD Reviewed section, and the soon to be added "German Shepherd Dog Review Online" section are the only exceptions). Banners must be provided as .jpg or .png files with the following specs: 72dpi rgb 80 pixels high by 440 pixels maximum width. Send files and web address that you want as the banner link to john2@jmadesign.com.

## Payment

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Advertising payments are to be made by credit card, and must be processed before an ad may be placed on the site. Please send cc type, number, expiration date, card verification code from back, and billing address as it appears on your statement to john2@jmadesign.com. (If you do not wish to send credit card information by mail, you can call me at 614-855-7690)