



Idaho Nurses Association Web Site Banner Advertising

Advertising on the Idaho Nurses Association (INA) Web site, www.idahonurses.org, offers you and your organization the ability to reach Idaho-based nursing professionals 24 hours a day, 7 days a week!

Since its launch in August of 2008, the INA Web site has received an average of over 400 visitors per month*. This is sure to increase as INA continues to promote the Web site through communications to our members and to over 14,000 RNs in the state of Idaho.

*Based on actual visitor data via 24 hour traffic monitoring

2013-14 Web Site Banner Advertising Rates

Category	3 Months	6 months	12 months
Standard Rate	\$ 120	\$ 180	\$ 270
Special INA Member Rate (20% discount)	\$ 100	\$ 150	\$ 225

- Right side rotating banner ad
- Viewed on Home page and News/Links pages (with exception of Career Center page) of the INA Web site
- Link to advertisers Web site
- Shared space / 6 rotations
- Advertising space is subject to availability

Web Site Banner Ad Specs

Image size: 172 pixels wide x 90 pixels tall

Format: JPEG or GIF, non-animated; file size should be less than 20KB

Please complete and return the **INA Web Site Advertising Agreement**, payment and banner ad (in specified size/format) to:

Idaho Nurses Association
3525 Piedmont Road, Building 5, Suite 300
Atlanta, GA 30305
E-mail: ed@idahonurses.org
Fax: 404-240-0998

Please contact INA at ed@idahonurses.org or phone 888-721-8904 if you have questions or would like additional information.



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Advertiser Contact Information:		
Name:	Title:	
Organization/Company:		
Address:		
City:	State/Province:	Zip/Postal Code:
Phone:	Fax:	
E-mail:	URL (to link to from ad):	
Order (check selection)		
<input type="checkbox"/> Banner Ad – 3 months placement \$120 (INA Members = \$100) <input type="checkbox"/> Banner Ad – 6 months placement \$180 (INA Members = \$150) <input type="checkbox"/> Banner Ad – 12 months placement \$270 (INA Members = \$225)		
<i>ORDER TOTAL: \$ _____</i>		

Payment

Payment Options (check one): Check Money Order Credit Card

Check or Money Orders: Make checks payable to Idaho Nurses Association and mail, along with your completed Web Site Banner Advertising Agreement to: Idaho Nurses Association, 3525 Piedmont Road, Bldg. 5, Suite 300, Atlanta, GA 30305

Credit Card (check one): Visa MasterCard American Express

Credit Card #:	Exp. Date:	
Cardholder Name:		
Signature:		
Credit Card Billing Address:		
City:	State/Province:	Zip/Postal Code:

Terms & Conditions

- Payment and banner ad (in specified format) must be submitted with the INA Web Site Banner Advertising agreement. Space is subject to availability and is reserved on a first-come, first-served basis.
- INA, at its sole discretion, may reject any advertisement which it considers unsuitable, objectionable in subject matter or which in INA's opinion is dishonest or misleading. Advertiser also agrees to hold INA harmless for any claims made against INA as a result of advertising placed by Advertiser. INA shall not be responsible for any errors or flaws contained within an ad which has been approved by Advertiser. All claims concerning incorrect insertions or billings will be considered if made within (10) days of the date of publication.
- Advertiser agrees that it has read and understands the terms of this agreement and has the authority to execute same, and in doing so accepts full responsibility for payment of advertising under the terms of this agreement. INA will not be responsible for any verbal agreements not contained in this agreement.

Signed

Print Name & Title

Date