

BNHBA ADVERTISING RATE SCHEDULE

Advertising rates* are for BNHBA Members** - Non-members add 35% - Prices effective September 5, 2007

Advertise in:	Size	Actual Dimensions	Format	Placement	Frequency	Duration	Distribution	Price per duration*	Price per year* (save 10%)
BNHBA.com Web site and 'On-The-Level' eNewsletter	Full page + Full Banner on web (see below) (1 only - first come first serve)	7.5" w x 10" h + 470 x 64 px	Color or B&W, no bleed, CYMK or other colors may be converted to RGB for web/print See Web site only for details	Interior full page & See Full banner below for web placement	Monthly newsletter 24x7 web	1 quarter (3 months)	appx. 200 direct eMail and printed copies available plus posted on web site with link to your company web site	\$1000 (for 3 months)	\$3600
	Banner + Full Banner on web (see below) (1 only - first come first serve) + Banner on direct email newsletter announc- ement	7.5" w x 1.5" h + 470 x 64 px		Front page, across bottom & See Full banner below for web placement				\$750 (for 3 months)	\$2700
	1/4 page + Small Box on web (see below)	3.5" w x 4.5" h		Top left or right of Back cover & See Small Box below for web placement exposed when folded for mailing				\$650 (for 3 months)	\$2340
				Interior page, random corner & See Small Box below for web placement				\$550 (for 3 months)	\$1980

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BNHBA.com Web site only	Full banner (6 max – first come first serve)	470 x 64 px	Color or B&W, Gif or JPG	Top of all pages, rotating equally with up to 5 others – note: 6 banners max, first come first serve	24 x 7	6 months	Includes link to your company web site	\$850 (for 6 months)	\$1530
	Small box(6 max – first come first serve)	100 x 72 px		Right side of all pages, random placement in vertical column – Note: 6 ads max, first come first serve				\$400 (for 6 months)	\$720
	MEMBERS ONLY Business card	300 x 170 px	Color or B&W, GIF or JPG or actual business card scan	'Do Business with a Member' page of 'For Consumers' section, placement in vertical column, random		Up to 1 year***		\$100	n/a

Notes:

1. * Rates are subject to change without notice.
2. ** Must be a BNHBA member at time of and during publication period to receive listed member rate.
3. *** Must be a BNHBA member at time of and during publication period. Duration of Business Card on web site is co-terminus with BNHBA membership.
4. Rates do not include graphic layout or design.
5. All printed materials must be submitted in final format (PDF) and web materials in JPG or GIF format. Printed and web colors are not guaranteed to specifically match exact CYMK, Pantone or other color schemes or values, but are typically converted to the RGB color space for web and most print media.
6. Materials for web must include the exact, fully qualified URL for link, and ALT text to be displayed in the browser as an alternative to the image. If these items are not supplied, or the URL does not exist, or points to a web site other than the advertisers business, or to a site deemed inappropriate, the link and/or ALT text may be not published.
7. Note that file size for GIF and JPG items must be kept to a reasonable size for web publication (typically less than 50Kb file size)

8. Full payment and signed and dated Contract & Hold Harmless Agreement with BNHBA must be received in full on or before the publishing "close date". Minimum purchase is one full quarter (beginning the first of the months of January, April, July and October) for eNewsletter & Web Site, or 6 months for BNHBA.com Web site only advertising.
9. "Publishing Close" dates and final Submission dates for Newsletter advertising will be minimum two (2) weeks prior to publication date. eNewsletter is published quarterly January, April, July, and October, approximately coinciding with the 15th day of the prior month.
10. BNHBA reserves the right to refuse advertising material deemed inappropriate for the Newsletter or Web Site.