

IWCT Commercial Ad Rate Sheet October 2009 – June 2010

The following ad rates apply to black & white ads placed in the printed bulletin monthly. 9/10 issues are expected to be distributed between October 2009 and June 2010.

	Annual	Monthly
Premium Ad (Full page on the back cover).....	€360	n/a
Superior Ad (Full page on the inside back cover).....	€300	n/a
Full page Ad (interior).....	€250	€30
½ page Ad.....	€180	€20
1/3 page Ad.....	€120	€15
¼ page Ad.....	€100	€12

If appropriate, rate will be pro-rated (annual fee divided by 10 and multiplied by number of months ad will be run).

IWCT is pleased to offer all sponsors placement of an electronic banner* on www.iwct.it at no extra cost for the period specific above. Any formatting of the banner is the responsibility of the sponsor.

Premium Ad (Full page on the back cover) + 2 squares on the home page
 Superior Ad (Full page on the inside back cover) + 2 squares on the home page
 Full page Ad (interior) + 1 square on the home page
 ½ page Ad + either 1 square on home page or forum page allocated on a first come first served basis
 1/3 page Ad + 1 square on the forum page
 ¼ page Ad + 1 square on the forum page

* Free advertising on the IWCT website is only applicable if there is advertising space on the website when you place your advertisement.

WEB ONLY

	Annual	Monthly
140px X 300px rectangle on the home page.....	€360	n/a
140px X 140px square on the home page.....	€250	€30
140px X 140px square on the forum page	€100	€12

For questions or to place an ad, please contact [IWCT Advertising: president@iwct.it](mailto:president@iwct.it).

FURTHER INFORMATION

Commercial Ads in the bulletin

- All ads will be black & white until further notice (at least until January 2010)
- Ads must be camera-ready and fit specifications provided by bulletin editor.
- No ad will be run until payment is received by the Club Treasurer in the form of bank transfer, check or cash.
- A minimum of 15 days prior to bulletin printing must be allowed in order to insert any new ad.

Commercial Ads on the website

During this designated time period only, all sponsors will be offered a banner (when available) on www.iwct.it at no extra cost*

- The club's web administrator will provide specifications regarding size (140 pixels x 140 pixels small – 1 square banner, 140 pixels x 300 pixels large – 2 square banner), quality and format for all banners.
- The club reserves the right to change banner size and location as necessary.
- Banners (when available) will be posted for the same duration as the print ad, which is determined by the sponsor.

*Providing the artwork supplied by the sponsor is camera ready. Should the sponsor require assistance in formatting a banner, this will be handled directly between the web designers (Kate Havran and Suzanne Clifford) and the sponsor at the rate determined by them. IWCT is not able to provide formatting service.

Members' Corner

As one of the benefits to IWCT members, a section entitled Members' Corner will run monthly in the printed bulletin. The bulletin editor is responsible for reviewing content and size of each announcement.

- Members and their immediate family members are allowed to place announcements in the printed bulletin that consist of a maximum of 50 words and do not include images.
- The bulletin editor will run the announcement and communicate to the treasurer the amount due from the member.
- As part of the Forum section of www.iwct.it, members can list announcements at no charge. These will be monitored by the web administrator who reserves the right to remove inappropriate content.

DISCLAIMER: IWCT does not endorse any product or service publicized in the bulletin or on the website. IWCT reserves the right to remove any inappropriate content including, but not limited to, religious affiliation, racial discrimination, sexually-oriented or discriminatory references.