



## **CLASSIFIED ADVERTISEMENT FORM**

e-Oculus, an electronic newsletter, is sent via e-mail on alternate weeks to over 11,000 people, including members of the AIA New York Chapter and related professionals. It is archived on the web at [www.aiany.org/eOCULUS/newsletter](http://www.aiany.org/eOCULUS/newsletter). Prepayment is required, no refunds for cancellations. AIA members receive a 10% discount. If you have questions, please call the AIA New York Chapter office manager at 212-358-6113 or write [eoculus@aiany.org](mailto:eoculus@aiany.org).

**PLEASE FILL OUT THE FORM BELOW.**

## **IMPORTANT INSTRUCTIONS:**

- 1. This form with the payment information must be **faxed** to the Office Manager at 212-696-5022**
- 2. Ad copy must be **e-mailed** to Jessica Sheridan at [eoculus@aiany.org](mailto:eoculus@aiany.org)**

## **PLEASE ENSURE BOTH STEPS ARE COMPLETED TO GUARANTEE THE PLACEMENT OF YOUR ADVERTISEMENT**

### **PRICING**

Price includes two runs, four weeks of advertising.

\$125 — 40 words max + link to e-mail or website

\$225 — 80 words max + link to e-mail or website

\$400 — 160 words max + link to e-mail or website

### **Images**

\$100 per image. Images must be provided at the time of payment. All images must be .gif, .jpg, or .png and 72dpi. Images can be no larger than 1.5 inches or 108 pixels square. Non-square images will max at largest dimension. Images will be placed on the left side of text. If more than one image is purchased it will be placed directly below the first image.

### **Banner Ads**

To place a banner ad is \$1,000. A graphic will appear at the top of one issue and is linked to your website. Images are 640-pixels-wide x 100-pixels-high.

### **Side Banner**

A smaller graphic ad may be placed for \$500. The image will be linked to your website and run for two issues. Images are 150-pixels-wide x 432-pixels-high.

### **Issue Sponsorship**

Sponsorship of an issue is \$1,000 and includes 50 words of text, and a 100x100px logo (or not less than 10,000px) at the top of the issue. The logo is linked to your website.

### **Insertion dates**

e-Oculus comes out on alternate weeks. e-Oculus may come out sooner, depending on breaking news. Run dates are consecutive. Ads will be placed in the next available issue after payment is received.



**CLASSIFIED ADVERTISEMENT FORM**

AD SUBTOTAL: \_\_\_\_\_  
IMAGE SUBTOTAL: \_\_\_\_\_  
SPONSORSHIP SUBTOTAL: \_\_\_\_\_  
10% MEMBER DISCOUNT: \_\_\_\_\_  
TOTAL: \_\_\_\_\_

**Billing information** Payment is to be received before ad is placed.

Form of payment (circle one) Cash Check#\_\_\_\_\_ Amex MC Visa Discover

Credit Card #: \_\_\_\_\_ Security Code: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Name on card: \_\_\_\_\_

Signature: \_\_\_\_\_

Credit Card Billing Address: \_\_\_\_\_

Name: \_\_\_\_\_

Firm Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

**PRINT THIS FORM AND FAX IT TO 212-696-5022**

**IMPORTANT INSTRUCTIONS:**

- 1. This form with the payment information must be **faxed** to Office Manager at 212-696-5022
- 2. Ad copy must be **e-mailed** to Jessica Sheridan at [eoculus@aiany.org](mailto:eoculus@aiany.org)

**PLEASE ENSURE BOTH STEPS ARE COMPLETED TO GUARANTEE THE PLACEMENT OF YOUR ADVERTISEMENT**