



CLASSIFIED ADVERTISEMENT FORM

eOculus, an electronic newsletter, is sent via e-mail on alternate weeks to over 10,000 people, including members of the AIA New York Chapter and related professionals. It is archived online at www.aiany.org/eOCULUS/newsletter. Prepayment is required, no refunds for cancellations. AIA members receive a 10% discount. If you have questions, please call Tara Pyle at 212-358-6113 or write eoculus@aiany.org.

PLEASE FILL OUT THE FORM BELOW.

IMPORTANT INSTRUCTIONS:

1. **This form with the payment information must be **faxed** to Tara Pyle at 212-696-5022**
2. **Ad copy must be **e-mailed** to Jessica Sheridan at 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 two issues 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. It will appear online only and can include animation. The image will be linked to your website. 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

eOculus comes out on alternate weeks. eOculus 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.

AD SUBTOTAL: _____
IMAGE SUBTOTAL: _____
SPONSORSHIP SUBTOTAL: _____
10% MEMBER DISCOUNT: _____ AIA MEMBERSHIP#: _____
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

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