

# azjewishpost.com

## Web Advertising Agreement

3822 E. River Road, Suite 300, Tucson, AZ 85718 • phone 520-319-1112 • fax 520-319-1118

**A**  
Skyscraper  
Large

120  
x  
600  
pixels

**B**  
Rectangle  
300 x 150 pixels

**C**  
Skyscraper  
Small

120  
x  
240  
pixels

### WEB AD SIZES

- A. Large Skyscraper (120 x 600 pixels)
- B. Rectangle (300 x 150 pixels)
- C. Small Skyscraper (120 x 240 pixels)

### PRICES PER MONTH

(minimum agreement one month)

	1 MONTH	3 MONTHS	6 MONTHS	1 YEAR
A.	\$295	\$250	\$215	\$185
B.	\$150	\$125	\$105	\$ 90
C.	\$125	\$105	\$ 90	\$ 75

#### Premium Position Rectangle (300x150 pixels)

*at top of each page (depending on availability)*

**1 month — \$295**

25% discount on web ads for AJP print advertisers  
contracted to a minimum of 6 issues (or 50" contract) per year

All ads are "run of site" (ads will appear on each page)

**Camera-ready artwork required** (see second page for guidelines)

Start date \_\_\_\_\_ end date \_\_\_\_\_ URL \_\_\_\_\_

- Creative changes can occur only with a new contracting interval
- New advertisers must pay first month in advance
- Contracts not completed are subject to back bill
- New ads will be posted on the first day of the month after contract is signed
- Send camera-ready art to ads@azjewishpost.com

Credit card  Visa  MC  Amex \_\_\_\_\_  
Credit card # Expiration date

Authorized Agent Signature \_\_\_\_\_ Print Name \_\_\_\_\_ Date \_\_\_\_\_

Name of Business \_\_\_\_\_ Address, Zip \_\_\_\_\_ Phone \_\_\_\_\_

E-mail Address \_\_\_\_\_ Website \_\_\_\_\_ Fax \_\_\_\_\_

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## Web Advertising Guidelines

### FILE REQUIREMENTS

- Files must be provided in Adobe Flash (.swf), GIF (animated or static), JPEG, or PNG format
- Each creative must be under 40k to be served (initial load for swf files)
- Separate creative must be provided for each ad size purchased
- Prior to submission creative should be tested for stability across all browser platforms
- All creative is subject to approval by the publisher
- All creative is due to Arizona Jewish Post (*ads@azjewishpost.com*) 7 business days prior to campaign start to guarantee that the campaign will run as scheduled
- Landing page/target urls must be provided for each creative, and must be internet properties owned or managed by the advertiser

### FLASH & ANIMATED GIF

- Animations or loops must not run longer than 25 seconds and/or a total of three rotations, whichever comes first
- Any interactivity, including expandable banners and streaming audio/video, must be user-initiated, unless otherwise approved
- All Flash advertisements must be provided with a static GIF, JPEG, or PNG fallback image to be displayed if Flash is disabled or not installed
- All Flash ads must refer to the clickTAG parameter for all link URLs if clicks are to be tracked for the ad. Ex: on (release) {get URL;}