



2016 AIC Website and eNewsletter Advertising

www.indianacounties.org

Why advertise on AIC's website or in the eNewsletter?

By advertising on AIC's website, you can be assured your message is reaching county officials across the state. www.indianacounties.org is the indispensable source of information for county government—from updated legislative news to the posting of educational materials to online registrations for all AIC events. The website serves the information needs of about 2,500 AIC members. During the first 10 months of 2014, the website has received nearly one million hits and nearly 45,000 visitors. The site averages more than 4,000 unique visitors per month who view an average of 50,462 pages per month. The eNewsletter is sent every week during the legislative session and every other week during non-legislative months. This is sent to about 2,800 subscribers. The eNewsletter is the AIC's critical line of communication to county officials during legislative sessions. This subscriber list includes AIC members, state legislators and state elected and appointed officials. [Click to view sample eNewsletter.](#)

Specification and Location:

Advertisements will be displayed under the "Site Search" box on the website's left side navigational bar. All online advertisements will be linked to the advertisers' website. Advertisers can request placement location on preferred website sections if available. Placement will be determined on a first come, first served basis.

Format

All ads must be received in gif or jpeg format at a resolution of 72 DPI.

Sizes

- eNewsletter Advertisements – 178 wide x 79 pixels high
- Webpage Advertisements (one per page) – 178 wide x 198 high pixels

Rates (Choose all that apply)

Homepage

___ Three Month Advertisement- \$1,500 (Choose One: January-March/April-June/July-September or October-December)

About AIC page

___ Three Month Advertisement- \$620 (Choose One: January-March/April-June/July-September or October-December)

Training & Education

___ Three Month Advertisement- \$620 (Choose One: January-March/April-June/July-September or October-December)

Legislative Center

___ Four Month Advertisement- \$1,510 Peak pricing (January-April only)

___ Four Month Advertisement- \$830 (Choose One: May, June, July, August / September, October, November, December)

Annual Conference & Special Events

___ Three Month Advertisement- \$620 (Choose One: January-March/April-June/October-December)

___ Three Month Advertisement- \$1,500 (Applies only to conference registration months of July-September)

Vendors & Partners

___ Three Month Advertisement- \$620 (Choose One: January-March/April-June/July-September or October-December)

eNewsletter

___ Legislative Session (4 months: January - April) - \$535

___ Four Months - \$170 (minimum of 2 eNewsletters per month) Choose One: May, June, July, August / September, October, November, December.

___ Multiple Months (Choose all that apply; must be in 4 month increments) - \$535 four months (January, February, March, April); \$170 four months (May, June, July, August / September, October, November, December)

___ Full Year - \$870

Requested Website Section and/or eNewsletter Placement: (check all that apply)

Homepage About AIC Training & Education
 Legislative Center Annual Conference & Special Events Vendor & Partners
 eNewsletter

Please indicate which months requested for website (if applicable) _____

Please indicate which months requested for eNewsletter (if applicable) _____

*All placement requests are not guaranteed until approved by the AIC. Please contact Alicia Ramer with any questions at (317) 829-3659 or at aramer@indianacounties.org. You will receive confirmation via email once approved.

TERMS

All accounts will be invoiced upon receipt of this contract. Payment is due within 30 days. All accounts are considered “past due” over 30 days of invoice date. The advertiser will be held jointly and severally liable for past due accounts. In the event of nonpayment, Association of Indiana Counties, Inc. is entitled to any court costs, attorney’s fees, or other costs which may result from said nonpayment.

AGREEMENT

Please note that advertising placement is based on a first come, first served basis. AIC Endorsed Programs are given first preference. Advertising rates are subject to change without notice. The publisher reserves the right to reject or cancel any advertising that does not follow publication standards. Advertisers and their advertising agencies will assume liability for all contents, including text, representation and illustrations of advertising printed, and also will assume responsibility for any claims arising there from against the publisher. The publisher reserves the right to place the word “advertisement” with any ad which, in the publisher’s opinion, resembles editorial matter. All advertising insertion orders and contracts are subject to the approval of the publisher. Omission of insertion or error in insertion shall not constitute a breach of this contract; however, omission or substantial error shall entitle advertiser/agency to a prorated discount. A waiver by either party hereto of any default or breach by the other party shall not be considered as a waiver of any subsequent default or breach of the same or any other provision hereof. The AIC is not responsible for designing or proofing advertising materials.

CANCELLATIONS

Must be received in writing by the publisher on or before deadline. No cancellations will be accepted after closing date. Publisher reserves the right to change unused space or repeat the previous year’s advertisement if acceptable material is not received by due date.

DEADLINES

Ads must be received in the specified format no later than 10 days before the ad is contracted to begin appearing on the AIC website or in the AIC eNewsletter.

Payment Information

Date: _____ INVOICE PAYMENT ENCLOSED
Company: _____
Contact Name: _____ Organization Website (or page to which you want the ad
to be linked): _____
Address _____
City: _____ State: _____ Zip: _____
Phone: _____ Fax: _____ Email: _____
Ad Type Chosen (Please indicate whether Website/eNewsletter or both): _____
Please indicate which months and sections if advertising on web site: _____
Please indicate months if advertising in eNewsletter: _____
Amount of Payment: \$ _____
Signature: _____

Please submit contracts to:

**Alicia Ramer
Association of Indiana Counties
101 West Ohio Street, Ste. 1575
Indianapolis, IN 46204**

**(317) 829-3659 (Direct)
(317) 684-3713 (Fax)
aramer@indianacounties.org**