

OIA ELECTRONIC NEWSLETTER

advertising rate card



OIA communications like weekly **WebNews** and the monthly **CEO Brief** offer an exceptional opportunity to get your business services in front of thousands of outdoor industry professionals.

TARGETED ADVERTISING TO REACH NEW CUSTOMERS

OIA WebNews

- Delivered monthly to 60,000 outdoor industry subscribers
- Posted on OIA WebSite – 29,000 visitors per month
- Exclusive advertising options available

OIA CEO Brief

- Reach 1,000 of the top outdoor industry leaders
- Delivered monthly to industry CEOs, Presidents and CFOs
- Exclusive advertising options available

WEB BANNER ADS: 125 pixels x 125 pixels

OIA WebNews - Only two spaces available

- \$2,500 per month
- 3 months @ 10% off
- 6 months @ 15% off
- 9 months @ 18% off
- Full year @ 20% off

OIA CEO Brief - Only two spaces available

- \$1,500 per issue
- 3 issues @ 10% off
- 6 issues @ 15% off
- 9 issues @ 18% off
- Full year @ 20% off

CONTACT:

Loraine Gruber

lgruber@outdoorindustry.org

303.327.3523



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ORDERING INFORMATION

To order, please check the following:

OIA WebNews

- 1 Month: \$2,500 Net
- 3 Months: \$6,750 Net
- 6 Months: \$12,750 Net
- 9 Months: \$18,450 Net
- Please call

OIA CEO Brief

- 1 Issue: \$1,500 Net
- 3 Months: \$4,050 Net
- 6 Months: \$7,650 Net
- 9 Months: \$11,070 Net
- Please call

Preferred Start Date: _____ End Date: _____ (Availability Subject to Confirmation)

Company Name _____

Company Contact _____

Street Address _____

City _____ State _____ Zip Code _____

Phone # (_____) _____ Fax # (_____) _____

PAYMENT INFORMATION

Total Amount \$ _____

- Visa Mastercard American Express
- Check # _____ Invoice Us (Ad will not run until payment received in full)

Credit card # _____ Exp. Date (mm/yy) _____

Credit Card Billing Address _____

Name as it appears on card (please print) _____

Agreement signature (required) _____

Fax completed form to OIA at 303.444.3284 Attn: Loraine Gruber

SUBMITTING MATERIALS

Dimensions: 125 x 125 pixels

Format: GIF

Size: 8k Max

Link info: Every button must have both a working URL and a text alternative
(up to 60 characters)

Animation: Animated GIFs are accepted with 4100p maximum

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Please visit www.outdoorindustry.org to view
examples of the correct size for website banner ads

