

# OIA ELECTRONIC NEWSLETTER

## advertising rate card



Communications like the weekly *OIA WebNews* and the monthly *OIA 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 - 20,000 unique 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:

Jim Merrion, Director of Membership & Sales

[jmerrion@outdoorindustry.org](mailto:jmerrion@outdoorindustry.org)

303.327.3516



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## ORDERING INFORMATION

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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

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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: Jim Merrion

## SUBMITTING MATERIALS

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*Prior to start date, ad must be submitted to Director of Membership & Sales for approval.*

**Dimensions:** 125 x 125 pixels

**Format:** GIF

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

**Animation:** Animated GIFs are accepted. *Please note: Because Outlook 2007 can only display the first image in an animation, we recommend that the first image is your most important message.*

**Jim Merrion, Director of Membership & Sales**  
[jmerrion@outdoorindustry.org](mailto:jmerrion@outdoorindustry.org)  
303.327.3516

Please visit [www.outdoorindustry.org/join](http://www.outdoorindustry.org/join) to view examples of the correct size for banner ads

