

# TIA Member E-News

## ADVERTISING PLANNER AND AGREEMENT



### Want to Reach Tire Industry Professionals? Advertise in TIA Member E-News!

TIA Member **E-News** is a monthly electronic member newsletter that contains the latest information on TIA training, government affairs, special events, member benefits, news, and more! It also contains valuable, practical business management information that tire dealers can use on a daily basis.

Advertising in TIA Member **E-News** is an excellent way to reach tire industry decision makers to get them to buy your product/service. You have the choice of two advertising options:

#### Sponsor Banner Ad

As the sole sponsor of an issue, your ad will be recognized as the sponsor, and it will be near the top of each issue, and will be linked to your web page.

#### Button Ad

Your ad will be on the left side of each issue, and will be linked to your web page.

### ADVERTISING RATES & SPECIFICATIONS

#### Sponsor Banner Ad Monthly Contract Rates

**1 Month:** \$475/mo.

**6 Months:** \$390/mo.

**1 Year:** \$315/mo.

**Specs:** .jpg or animated .gif format (animated .gif must link to only one address); 580 x 90 pixels; 72 dpi.

#### Button Ad Monthly Contract Rates

*NOTE: Placement is made based on seniority of advertisements.*

**1 Month:** \$340/mo.

**6 Months:** \$260/mo.

**1 Year:** \$210/mo.

**Specs:** .jpg or animated .gif format (animated .gif must link to only one address); 160 x 200 pixels; 72 dpi.

#### ARTWORK

All artwork must be supplied by advertiser. Artwork must be received no later than the second Monday of each month.

#### CANCELLATIONS

Cancellations must be received no later than the third Monday of the proceeding month for which the ad is supposed to run. Advertisers or their agents will be responsible for payment, even if artwork and/or web link is not received by the publisher in time for printing.



# TIA Member E-News Advertising Agreement



Company \_\_\_\_\_  
 Contact Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip+4 \_\_\_\_\_  
 Country (other than U.S.) \_\_\_\_\_ Postal Code \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_  
 E-mail \_\_\_\_\_  
 Web Site \_\_\_\_\_

**Ad Size:**       Sponsor Banner Ad       Button Ad

**Web Link for Ad:** \_\_\_\_\_

**PLEASE PROVIDE INSERTION DATES FOR THE TYPE OF AD YOU HAVE SELECTED.  
 PROVIDE ANY ADDITIONAL INSERTION DETAILS ON REVERSE.**

						Cost
<b>Sponsor Banner Ad</b>						
1 Month: \$475/mo.	20____	January	February	March	April	\$_____
6 Months: \$390/mo.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
1 Year: \$315/mo.		May	June	July	August	
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
		September	October	November	December	
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
<b>Button Ad</b>						
1 Month: \$340/mo.	20____	January	February	March	April	\$_____
6 Months: \$260/mo.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
1 Year: \$210/mo.		May	June	July	August	
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
		September	October	November	December	
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

- Ad rates are not commissionable.
- Terms: Net 30 days from date of invoice.
- Advertising must meet FTC Tire Advertising guidelines.
- TIA reserves the right to lawfully refuse advertising that comes in direct conflict with any TIA functions, events and/or programs.
- Copy and link from ad are subject to TIA approval.
- The advertiser agrees to indemnify and protect TIA from any claims or expenses resulting from unauthorized use of any name, photograph, sketch or words protected by copyright to registered trade marks, labels, etc. in connection with the advertising.

Check (Make payable to TIA)     MasterCard     Visa     Amex    **Total Insertions** \_\_\_\_\_    **Total Cost \$** \_\_\_\_\_

Credit Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

**Contact Information:**  
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