



IAQA Digest

ADVERTISING PROSPECTUS

ABOUT IAQA DIGEST

IAQA Digest is the leading weekly publication in America on the indoor environment. Every week since 2005, it has brought the latest IAQ news via e-mail to the members of the Indoor Air Quality Association – **more than 4,000 recipients.**

Our staff scours the news media each week for stories that will be of paramount importance to IAQA members. Each issue includes 30 or more articles, news releases and bulletins, organized into sections including Top Stories, Asthma & Allergies, Going Green, Mold, IAQ and Systems Maintenance, Associations, Gases and Particles, Viruses and Bacteria, Smoking Bans, and Company Releases. Year after year, **IAQA Digest** has been identified as among the most popular benefits in surveys of IAQA members.

Starting in July, **IAQA Digest** will be accepting advertising for the first time! The Digest will be released using Constant Contact, featuring an all-new design and user-friendly navigation system. Each ad will have a hyperlink that will bring readers directly to your website!



ADVERTISING RATES

Included with this Prospectus is a sample issue of **IAQA Digest** showing the location of horizontal and vertical banner advertising spaces.

- Only a limited number of advertisers will be featured in each edition.
- Advertising space reservations are offered on a first-come, first-served basis.
- Advertising may be purchased in 12 week contracts.

PLACEMENT	IAQA Member Price 12 editions	Non Member Price 12 editions
Horizontal Banner	\$720.00 (\$60/edition)	\$1,320.00 (\$110/edition)
Premium Horizontal Top of Page	\$960.00 (\$80/edition)	\$1,620.00 (\$135/edition)
Vertical Banner	\$720.00 (\$60/edition)	\$1,320.00 (\$110/edition)
Premium Vertical Top of Page	\$960.00 (\$80/edition)	\$1,620.00 (\$135/edition)

BANNER ARTWORK SPECIFICATIONS

Banner advertisements must be submitted by the advertiser. Advertisers may change their advertisement during a multi-month contract, provided the new art file is submitted 5 business dates before the publication date. **IAQA Digest** is generally released on Wednesdays. There is no cost to change your advertisement, and companies offering a variety of products and services may change their ads each week if desired. Banner advertising artwork files must meet the following specifications:

Vertical banner ads

All ads must be no larger than 440px wide by 150px tall. Formats acceptable include: jpeg, tiff, pdf; 300dpi resolution.

Horizontal banner ads

All ads must be no larger than 150px wide by 360px tall. Formats acceptable include: jpeg, tiff, pdf; 300dpi resolution.

IAQA DIGEST ADVERTISING AGREEMENT

Company Name:	
Address:	
City, State, Zip:	
Phone:	Fax:
Contact (authorized to contract for space):	
Contact's Email:	
Website Address For Hotlink From Banner:	

Banner Ad Size	IAQA Member Price	Non-Member Price	Preferred Section	Contract Period (12 Weeks)
<input type="checkbox"/> PREMIUM Horizontal - Top of Page 440 px wide x 150 px tall	\$960.00	\$1,620.00	<input type="checkbox"/> Top Stories	Start Date: Stop Date:
<input type="checkbox"/> PREMIUM Vertical - Top of Page 150 px wide x 360 px tall	\$960.00	\$1,620.00	<input type="checkbox"/> Top Stories	Start Date: Stop Date:
<input type="checkbox"/> Horizontal Banner 440 px wide x 150 px tall	\$720.00	\$1,320.00	<input type="checkbox"/> Asthma & Allergies <input type="checkbox"/> Going Green <input type="checkbox"/> Mold <input type="checkbox"/> IAQ & Systems Maintenance <input type="checkbox"/> Associations <input type="checkbox"/> Gases & Particles <input type="checkbox"/> Viruses & Bacteria <input type="checkbox"/> Smoking Bans <input type="checkbox"/> Company Releases	Start Date: Stop Date:
<input type="checkbox"/> Vertical Banner 150 px wide x 360 px tall	\$720.00	\$1,320.00	<input type="checkbox"/> Asthma & Allergies <input type="checkbox"/> Going Green <input type="checkbox"/> Mold <input type="checkbox"/> IAQ & Systems Maintenance <input type="checkbox"/> Associations <input type="checkbox"/> Gases & Particles <input type="checkbox"/> Viruses & Bacteria <input type="checkbox"/> Smoking Bans <input type="checkbox"/> Company Releases	Start Date: Stop Date:
			TOTAL DUE	\$

Terms and Conditions

- * No cancellations are accepted.
- * All advertisements must be PRE-PAID IN FULL and ARE NON-REFUNDABLE.
- * Please note that all insertions require a twelve week (3 months) consecutive issue buy.
- * No agency discounts. Prices non-negotiable..
- * EMAIL Banner Artwork to: dchester@iaqa.org

PAYMENT INFORMATION — all funds in US Dollars

<input type="checkbox"/> Check Enclosed <i>made payable to IAQA</i>		<input type="checkbox"/> Visa		<input type="checkbox"/> American Express		<input type="checkbox"/> MasterCard															
Card Number:																Exp. Date:					
Name of Card Holder												Signature									
Card Billing Address																					
Card Security Code																					

Return This Form with Payment to:

Indoor Air Quality Association (IAQA)
 Attention: Diane Chester
 12339 Carroll Avenue, Rockville, Maryland 20852
 Phone: 301-231-8388 ext. 16 / Fax: 301-230-9631 / email - dchester@iaqa.org