

2014 STC e-Newsletter Media Kit

**About *STC NewsLine***

Now more than ever, professionals consume information on the go, *STC NewsLine* allows members to stay informed about timely industry topics and association news whether they are in the office or on the road.

**Enjoy the benefits of advertising in a targeted e-Newsletter distributed quarterly to thousands of STC members and non-member athletic directors, athletic facility directors, architects and engineers, and other top decision-makers:**

* In addition to STC members, opt-in subscription for non-members means that professionals in the market for your products and services see your message
* Frequently forwarded to others for additional exposure
* Cross-promoted in other STC publications and other communication pieces
* Directs visitors to the landing page of your choice to facilitate the purchasing process
* Archives are accessible for unlimited online viewing
* Limited available ad space makes each position exclusive
* ****Change artwork monthly at no additional cost to promote time-sensitive offers and events

**Horizontal Banners** *(530 x 80 pixels)*

**4 issues** | $900 **2 issues** | $475 **1 issue** | $250

* Only five spots available – NO ROTATION
* Located between article sections of the e-Newsletter
* Sections include:
	+ **Meetings & Events**
	+ **STC News**
	+ **In Case You Missed It**
	+ **Industry News**
	+ **Member News**

**e-Newsletter Branding Opportunities**

To be included in the *STC NewsLine*, please select from the options below, and then return this completed form to the STC office headquarters.

Advertisements must be in JPG format at 530 x 80 pixels (animation and Flash/SWF files are not accepted) and the total file size must not exceed 100kb. Contract advertisers may change their ad artwork once a month at no additional cost.

Advertisers will receive campaign performance reports that details monthly ad impressions and click-throughs on an as-requested basis.

**Horizontal Banner:**

[ ]  **4 issues** | $900 [ ]  **2 issues** | $475 [ ]  **1 issue** | $250

All advertisers will receive an invoice for the total amount, due upon activation.
When renewing e-Newsletter ads, all companies will be renewed on a first-come, first-serve basis.

**Advertiser Information:**

|  |  |
| --- | --- |
| Company Name |  |
| Primary Contact/Position |  |
| Billing Address |  |
| City, State, Zip, Country |  |
| Phone/Fax |  |
| Email Address |  |
| Website |  |
| Cardholder Name |  |
| Credit Card Number | Exp. Date |  |
| **I agree to all the terms of the rate sheet and this contract as applicable for my company.** |
| Authorized signature |  |
| Date |  |

All cancellations must be received in writing and all premium positions (banners) are NON-cancelable. Cancellations of online ads will be pro-rates to the next 30 days exposure.

**Please sign and return to:**Melanie Taylor, Member Services Director
Synthetic Turf Council
Phone: 678-385-6720 | Fax: 678-385-6501
melanie@syntheticturfcouncil.org