



**1. Ad Size**

	Monthly Rate
<input type="checkbox"/> Premium* Supersize Rotating Banner Ad – AERA.org	\$1000
<input type="checkbox"/> Premium* Banner Ad – AERA.org	\$600
<input type="checkbox"/> Premium* Rotating Banner Ad – EngineProfessional.com	\$500
<input type="checkbox"/> Sidebar Ad – AERA.org	\$400
<input type="checkbox"/> Sidebar Ad – EngineProfessional.com	\$300
<input type="checkbox"/> Rotating Logo Ad – on both websites and weekly email	\$200
<input type="checkbox"/> Weekly Tech Bulletin eBlast Banner Ad	\$400
<input type="checkbox"/> Prosis Pro Rotating Banner Ad – ProsisPro.com	\$500

\*NOTE: “Premium” ads on AERA.org (AERA) and EngineProfessional.com (EP) are available exclusively to AERA members who are 4-time, contracted advertisers in Engine Professional magazine.

**2. Insertion Dates**

Q1	Q2	Q3	Q4
<input type="checkbox"/> January	<input type="checkbox"/> April	<input type="checkbox"/> July	<input type="checkbox"/> October
<input type="checkbox"/> February	<input type="checkbox"/> May	<input type="checkbox"/> August	<input type="checkbox"/> November
<input type="checkbox"/> March	<input type="checkbox"/> June	<input type="checkbox"/> September	<input type="checkbox"/> December

**DEADLINE for artwork is one month prior to insertion.**

For multiple insertions\*:

Same artwork     Different artwork

\*For multiple insertions of different artwork, you can submit the new artwork for subsequent insertions after the original order, but the deadline for receipt of all artwork is one month prior to insertion date! If we do not receive your new artwork before deadline, we will reuse the most recent artwork on file.

**3. Authorized Signature** (required)

By returning this contract, the advertiser agrees to all terms and conditions therein.

**4. Price and Payment**

Total \$ \_\_\_\_\_  Check # \_\_\_\_\_

Visa     MasterCard     Discover     American Express

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Expiration Date (MM/YY) \_\_\_\_\_ / \_\_\_\_\_ 3-digit CSC: \_\_\_\_\_

Print Cardholder Name \_\_\_\_\_

Cardholder Signature \_\_\_\_\_

**Fax contract to 888-329-2372**

**Email artwork to amanda@aera.org**

Or, mail with payment to AERA, 875 Feinberg Court, Suite 106, Cary, IL 60013. Questions? Call Amanda 815-526-7344 or email **amanda@aera.org**.

**5. Artwork Specifications**

All files must be PNG, JPG or GIF (static image only, no animation).

**Premium\* Supersize Rotating Banner Ad** **888 x 258**

Premium position, front and center at the top of the AERA.org home page, rotates on timer with link to URL.

**Premium\* Banner Ad – AERA** **440 x 150**

Non-rotating – only 2 spots available!  
 Near the top of the AERA.org home page with link to URL.

**Premium\* Rotating Banner Ad – EP** **440 x 150**

Rotates on page refresh, near the top of the page of EngineProfessional.com with link to URL.

**Sidebar Ad** **200 x 250**

Non-rotating ad positioned on the right hand sidebar of either AERA.org or EngineProfessional.com with link to URL.

**Rotating Logo Ads** **160 x 110**

ONE file @ 160 x 110 pixels with link to URL. Rotates on AERA.org, EngineProfessional.com and our weekly Tech Bulletins.

**Weekly Tech Bulletin eBlast Banner Ads** **640 x 130**

Banners rotate positions every week on our widely read Weekly Tech Bulletins and link to URL. Mailed every week to a list of 8,000+ names.

**Prosis Pro Rotating Banner Ad** **325 x 150**

Ad on both Dashboard Page and Parts Page. Links to URL, can have different URL on Dashboard and Parts Page. Rotates on page refresh.

**6. Advertiser Contact Information**

Name: \_\_\_\_\_

AERA ID #: \_\_\_\_\_  Not an AERA member.

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, ZIP: \_\_\_\_\_

Phone: (    ) \_\_\_\_\_

Fax: (    ) \_\_\_\_\_

Email: \_\_\_\_\_

**Artwork to be provided by:**  Same as Advertiser (above) OR

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, ZIP: \_\_\_\_\_

Phone: (    ) \_\_\_\_\_

Fax: (    ) \_\_\_\_\_

Email: \_\_\_\_\_



## Terms and Conditions

### **Invoices, Credit & Conditions**

Our invoices are NET 30 days on approved credit for all services; 1.5% per month service charge thereafter. VISA, MasterCard, and American Express cards accepted. AERA reserves the right to cancel all signed insertion order agreements if payments are not paid on time. Payments received will be credited to the oldest outstanding balance. New advertisers and agencies must prepay their first insertion and submit credit application. Extension of credit is subject to approval of our Credit Department. Advertisers originating outside of the U.S. and Canada must prepay in NET U.S. dollars.

### **Closing Dates, Cancellations and Agencies**

Space reservations and complete art due at date specified by AERA. When change of copy is not received by the closing date, most recent artwork on file will be used. All oral instructions regarding contracts or insertions must be confirmed in writing.

Advertisement cancellations cannot be accepted after applicable closing dates. Cancellation of any portion of a contract voids all rate and position protection. Cancellation must be in writing and received 10 weeks prior to applicable run date.

Insertion orders are accepted from agencies with the understanding that the agency is acting as the advertiser's representative. Agency and advertiser are jointly and severally responsible for all space and production service charges incurred by either. Insertion orders placed by an agency represent acceptance of all terms and conditions in this contract. AERA and Engine Professional are not bound by conditions appearing on order forms or instructions from any agency or advertiser that conflict with the terms listed herein. AERA will accept no verbal instructions of any kind—all requests must be in writing, including ad cancellations. Written insertion orders, schedules and instructions are NOT binding until fully accepted and approved by AERA. This includes any and all written quotes offered by Sales Representatives, authorized independent contractors and other AERA or Engine Professional employees.

### **Advertising Responsibility**

Advertisers and advertising agencies assume liability for all content of advertisements printed, and also assume responsibility for any claims arising there from against AERA. AERA reserves the right to reject any advertising considered unsuitable for publication.