



WSMA Web Advertising

Rate Card, Specifications and Insertion Order

Effective July 1, 2008, subject to change with notice posted to www.wsmamusic.org/advertising.

Page 1 of 2

For the first time ever, Wisconsin School Music Association (WSMA) is accepting select banner advertisements on a limited number of pages on the WSMA web site (www.wsmamusic.org). The WSMA web site is relied upon by music teachers and administrators at more than 1,000 member schools, by the more than 200,000 Wisconsin music students (and their parents) who participate in our annual programs, and by dedicated people who strive to provide access to enriching musical opportunities that ensure a lifetime of musical opportunities in Wisconsin and around the world.

Web Traffic

A consistent, regionally specific audience visits pages within the WSMA web site. In the one-year period between May 1, 2007 and April 30, 2008, a total of 180,901 visitors viewed pages within the WSMA web site 1,270,507 times. 81% of visitors were in Wisconsin, and another 6% were in the adjacent states of Illinois, Minnesota, and Michigan. During this same one-year period, 60% of returning visitors returned on at least a weekly basis.

Traffic levels vary throughout the year in accordance to activities in the WSMA calendar. While specific levels will not be guaranteed, WSMA has measured annual increases in traffic. A [month-by-month traffic summary](#) for May 1, 2007 – April 30, 2008 is available for your review to better understand seasonal variations.

Banners are served and impressions are measured by third-party software provided by Advertisement Manager. Advertisers may elect to receive regular traffic reports through this software according to their preferences.

General Conditions

WSMA reserves the right to change rates with a 30-day written notice delivered to current web advertisers and posted on its web site. The current effective rate schedule is always available at www.wsmamusic.org/advertising. Advertisers enrolled in ad campaigns at the time of a rate change will not be subject to rate increases on their active campaigns for the duration of those campaigns. Price protections will not apply to campaigns started after new rates have been posted.

WSMA reserves the right to refuse any banner ad for any reason. Advertiser understands visitors to the WSMA web site include minors, and agrees that the advertiser will be responsible to ensure all content on both the images submitted, and on the page to which click-throughs are directed, shall be appropriate for all audiences.

Additionally, WSMA reserves the right to halt any campaign for any reason. In the case of a WSMA-halted campaign, advertisers will only be liable for the actual amount of impressions to date – and not the \$100 minimum charge.

WSMA shall not be liable for any costs or damages if for any reason it fails to publish an advertisement. Conditions, other than rates, are subject to change by WSMA without notice. No conditions other than those set forth in this rate card shall be binding on WSMA unless specifically agreed to in writing by WSMA. WSMA will not be bound by conditions printed or appearing on order blanks or copy instructions that conflict with provisions of this rate card.

WSMA assumes, and advertiser agrees, that all images and endorsements have been covered by written consent. Advertiser agrees to be liable for monies that are due to WSMA for advertising that advertiser ordered and that was published.

Campaigns

Banner ads are sold by the campaign. Campaign cost is calculated by CPM (cost per 1,000 impressions). Campaigns may be purchased in increments of 10,000 impressions with a minimum of 10,000 and a maximum of 50,000 per campaign. Advertisers may further limit their campaigns to a specific date range. If the maximum allowable impression count is not reached within a given campaign's date range, advertisers may choose to either extend the campaign until the maximum impressions are met (to ensure the discounted rate), or pay for the campaign as delivered at the rate that would apply to the quantity of impressions delivered at the time the campaign began, or \$100, whichever is greater.

Advertisers may change ad artwork during an active campaign. Advertisers may also add artwork to an active campaign. Advertisers must specify the URL to which each banner must point. Allow two business days for new artwork and changes to be updated to the server.

If the pages on which subsequent banner ads are to rotate are different than those of an active campaign, then an additional campaign must be purchased. Quantities across campaigns may not be combined.

Advertisers may cancel an active campaign with two business days written notice and pay only for the impressions delivered at the quantity-appropriate rate, or \$100, whichever is greater.

Ad Positioning

There is a single banner ad on a select number of pages within the WSMA site. Each ad is 180 pixels wide x 150 pixels high and appears in the upper right corner of the page. Advertisements will be clearly identified as such by WSMA to avoid confusion.

All banners are displayed on a rotational basis. Advertisers may specify the pages on which their ads will rotate, without an additional charge, to ensure the correct audiences are reached. Ad rotation maximizes ad exposure and ensures a better reader interest level. Ads are assigned randomly within the pages specified.

Payment

Payment in full is due at campaign booking. Acceptable payment methods include check (made out to WSMA), Visa and MasterCard.

If the campaign is halted before delivery of the selected number of impressions, an advertiser will receive a refund for the unpublished portion. In this case, the CPM rate will be the scheduled rate for the actual number of impressions delivered. There is a minimum campaign cost of \$100, regardless of impressions.

Contact

Questions about banner ads should be directed to Michelle Dietz at advertising@wsmamusic.org or 608.850.3566.

Mail to: WSMA, Attn: Michelle Dietz, 1005 Quinn Drive, Waunakee, WI 53597
Fax to: 608.850.3515 (advertising@wsmamusic.org / 608.850.3566)



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Page 2 of 2

Advertiser Details

Authorizing Person: _____ Organization: _____

Address: _____

City: _____ State: _____ Zip code: _____

Phone: _____ Fax: _____

Email: _____

Email Preferences:

You have the option of receiving regular, automatic banner traffic reports at the email address indicated above.

Receive email: never daily weekly monthly

Email format: HTML text

Stats location: within email's body attached .csv file attached .txt file

Campaign Details

Pages on which you'd like your banner to appear:

- WSMA Home Page www.wsmamusic.org
- High School Honors Page www.wsmamusic.org/programs/hs_honors/index.html
- Middle Level Honors Page www.wsmamusic.org/programs/ml_honors/index.html
- Music List Page www.wsmamusic.org/music_list/index.html
- Music List Updates Page www.wsmamusic.org/music_list/List_Updates.htm
- Marching Band Page www.wsmamusic.org/programs/marching_band/index.html
- Professional Development Opportunities Page www.wsmamusic.org/center/workshops.html
- WI Center for Music Education Home Page www.wsmamusic.org/center/index.html
- I'd like to request a specific page not on this list: www._____
(Availability of requests is not guaranteed.)

Maximum number of impressions for your campaign:

(There is no CPM discount beyond \$10.00. Subsequent campaigns do not qualify for previous quantity discounts. Separate campaign quantities cannot be combined for price discounts.)

- 10,000 @ \$15.00 CPM (cost per 1,000 impressions) = \$150
- 20,000 @ \$13.75 CPM (cost per 1,000 impressions) = \$275
- 30,000 @ \$12.50 CPM (cost per 1,000 impressions) = \$375
- 40,000 @ \$11.25 CPM (cost per 1,000 impressions) = \$450
- 50,000 @ \$10.00 CPM (cost per 1,000 impressions) = \$500

Date range for campaign

Starting Date: _____ (must be at least two business days in the future)

Ending Date: _____ -OR- Campaign to end when maximum impressions is met

URL to which click-throughs are to be directed:

http://_____

Ad Specifications: 180 pixels wide x 150 pixels high • **Non-Animated** GIF or JPEG • Maximum 40 KB file

Ad Transfer to WSMA: Upload files meeting above specifications at www.wsmamusic.org/ftp

Payment Details

Check # _____ enclosed Visa MasterCard

Payment Amount: \$ _____ Name on Card: _____

Card Number: _____ Exp (MM/YY): _____

Authorization



Authorizing Signature: _____ Date: _____

Signature and submission of this form indicates compliance with all the terms and rates described herein. Insertions submitted cannot be published without payment, and are subject to WSMA acceptance.

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