

SAMPLE:

IHEIA Advertising

Donations Worksheet

Banners are 1 inch high, and up to 12 inches wide. (1024x768 resolution on 19" monitor)
Columns are 1 inch wide and most any reasonable length down. Left or Right.

Minimum advertising size is 1 inch square.

Static Advertising –

Sponsor's Page

\$10.00 setup

\$ 2.50 per month / Square inch

any page except Sponsor's Page

\$10.00 setup

\$ 3.00 per month / Square inch

Link Advertising –

Sponsor's Page

\$12.00 Setup

\$ 3.50 per Month / Square Inch

any page except Sponsor's Page

\$12.00 Setup

\$ 5.00 per Month / Square Inch

IHEIA Members are eligible for a 25% discount

Advertising Criteria Information – Per Page

1. Size of Advertising (in square inches):
2. Advertising & Page Type (Sponsor's Page or any other non-Sponsor's Page):
 - (a) Setup cost (\$10.00 or \$12.00) - First Year Only
 - (b) Monthly Cost per Square Inch (\$2.50 or \$3.50 or \$3.00 or \$5.00)
3. Length of advertising (in months):
4. Eligible for Members discount:
5. Number of Pages for advertising to be posted:

Working Data

Example: 6" static banner on Sponsors's Page – 1 year – 1 Page

- | | | |
|-----------------------------|-----------|--------------------------------|
| 1. Size in Square Inches: | (A) _____ | 6 Sq. Inches |
| 2. (a) Setup Cost: | (B) _____ | \$10.00 Setup -First year only |
| (b) Monthly Rate: | (C) _____ | \$ 2.50 Monthly - Static |
| 3. Length of Advertising: | (D) _____ | 12 months |
| 4. Members Discount: | (E) _____ | 0% - Non Member |
| 5. Number of Pages to post: | (F) _____ | 1 page only |

Formula: $(([(A * C) * D] + B) - E) * F = (([(6 * 2.50) * 12] + 10.00) - 0) * 1$

Annual Donation for Advertising (First Year): \$190

Annual Donation for Advertising (After First Year): \$180

Client provides Artwork & Link Address (if Link Advertising). Length of advertising will begin from first day posted on the Internet Web Page.

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Advertising Criteria Information – Per Page

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2. Advertising & Page Type (Sponsor's Page or any other non-Sponsor's Page):
 - (a) Setup cost (\$10.00 or \$12.00) - First Year Only
 - (b) Monthly Cost per Square Inch (\$2.50 or \$3.50 or \$3.00 or \$5.00)
3. Length of advertising (in months):
4. Eligible for Members discount:
5. Number of Pages for advertising to be posted:

Working Data

1. Size in Square Inches: (A) _____
2. (a) Setup Cost: (B) _____ : First Year Only
 (b) Monthly Rate: (C) _____
3. Length of Advertising: (D) _____ : Number of Months
4. Members Discount: (E) _____
5. Number of Pages to post: (F) _____

Formula: $(([(A * C) * D] + B) - E) * F = \text{Annual Donation for Advertising (First Year)}$
 $([(A * C) * D] - E) * F = \text{Annual Donation for Advertising (After First Year)}$

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