



APA Web Site Advertising Rate Card

Advertising rates effective April 1, 2008. (**All rates are net**)

Early Bird Discount Deadline is **May 21, 2008**.

APA is pleased to offer several advertising options on our web site,
www.azproduction.com.

APA's online production guide is a comprehensive resource for film, video and television industry professionals and support services in Arizona, and is the state's **ONLY** online source of verified listings. The Arizona Film Office now links to APA's web site and refers all film production companies, etc. who inquire about filming in Arizona to our site. In addition, the APA online Directory is available 24/7 around the world for ad agencies, production companies, film offices, industry events, etc.

Take advantage of this great resource by purchasing *your* online ad today!

WEB PAGE AD RATES

| | |
|--|--------------------|
| GOLD Position – Top of Page, Banner Size | \$100.00 per month |
| SILVER Position – Top Spot Side Column, Tile Size | \$ 80.00 per month |
| BRONZE Position – Bottom Spot Side Column, Tile Size | \$ 60.00 per month |

NOTE: Each ad will appear on one main page of the site and up to two sub pages (space permitting). There is a three-month minimum run time for web page ads. This type of ad is not available on the home page, Events page or the online Directory pages.

EVENTS PAGE RATES

| | |
|-----------|----------------------------|
| Banner Ad | \$50.00 flat fee per event |
| Tile Ad | \$35.00 flat fee per event |

NOTE: APA lists industry-related events on this page for free (upon APA approval). Event-related advertising for listed events can be purchased to start running up to two months prior to the event. Ads will be removed from the site after the event has passed.

ONLINE LISTING BANNER RATE

| | |
|-------------------------------|------------------------------|
| Banner Ads on Online Listings | \$50.00 per listing per year |
|-------------------------------|------------------------------|

NOTE: Since Banner Ads are tied to the listings in the online production guide, they are only available to current APA members. The term of your ad cannot exceed your membership year.

**To receive a 25% discount on your Online Listing Banner Ads,
renew your APA Membership by May 21, 2008!**

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AD Incentive

Early Bird Discount – Any advertisers who RENEW THEIR DIRECTORY MEMBERSHIPS and pay for their online ad(s) IN FULL by Tuesday, May 21, 2008, will receive a **25% discount** off of the published ad rate for each Banner ad purchased. This offer applies to 12-month advertising contracts only.

In order to qualify for this incentive, the advertiser must submit a completed and signed advertising contract along with payment by May 21, 2008.

AD Specifications

Banner Ads – 488 (W) x 60 (H) Pixels

Tile Ads – 160 (W) x 160 (H) Pixels

File Format: JPG or GIF file compressed for the Internet

Important Information

The minimum term for a web ad contract is three (3) months. Banner Ads in the online production guide are only available to APA members. Your membership must be current in order for you to advertise in the online production guide, and no ad contracts will remain in effect beyond your membership expiration date.

Web Site Advertising Standards

All Ads must accurately and tastefully describe the advertiser.

If services or discounts are offered within the advertisement, they must be readily available at the advertised price.

Salacious, deceptive or misleading advertising will not knowingly be accepted. Ads will be removed from the site upon receipt of complaints if the complaints are deemed justified by APA.

Web Page and Events Page advertisers do not need to be members of APA. However, they must supply products or services that APA members utilize for production-related activities that do not conflict with products or services offered by APA members.

Advertising Sales Manager

To sign up for advertising on APA's web site, contact Traci Langston at 602-672-7061 or via e-mail: apasales@hotmail.com. Once you've completed your ad contract, FAX it to Traci at 602-840-4636 or to APA at 480-941-2557. Final payment must accompany advertising materials to guarantee space.

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