



APA Web Site Advertising Rate Card

Advertising rates effective October 1, 2010. (**All rates are net**)

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 Production Guide 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!

About, Advertise, Join APA, Locations & News Page Rates

GOLD Position – Top of Page, Banner Size	\$25 per month; \$300 per year
SILVER Position – Top Spot Side Column, Tile Size	\$25 per month; \$250 per year
BRONZE Position – Bottom Spot Side Column, Tile Size	\$25 per month; \$250 per year

Events Page Rates

Banner Ad	\$50 flat fee per event
Tile Ad	\$35 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 three months prior to the event. Ads will be removed from the site after the event has passed.

Resources Page Rates

Banner Ad	\$50 per month; \$600 per year
Tile Ad	\$40 per month; \$480 per year

NOTE: An ad purchased in this section will appear on ALL of the sub pages within the Resources section of the web site.

ONLINE PRODUCTION GUIDE PAGE RATES

Listing Banners	\$50.00 per listing per year
GOLD Position – Top of Page; Banner Size	\$25 per month; \$300 per year
SILVER Position – Top Spot of Side Column; Tile Size	\$25 per month; \$250 per year
BRONZE Position – Bottom Spot on Side Column; Tile Size	\$25 per month; \$250 per year

NOTE: Listing Banners are only available to current APA members. The term of your ad contract cannot exceed your membership year.

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Purchase either size ad in the online production guide for one year at the regular rate and receive a FREE tile-size ad in the online production guide. Ads must have concurrent run dates. FREE tile ads are subject to space availability. Limited time offer.

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

Advertising is NOT available on the Home Page.

Advertisers are responsible for supplying artwork that meets the ad specifications outlined above. The APA does not create web ads for advertisers.

The minimum term for a web ad contract is **three (3) months** (except for the Events Page). Listing Banners in the online production guide are only available to APA members. Your membership must be current in order for you to have a banner ad within your online listing, 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 and no refunds will be issued for the duration of the contract.

With the exception of Listing Banners, Web advertisers do not need to be members of APA. However, ads for production-related services cannot 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 480-345-6464, 602-488-3153 or via e-mail: sales@azproduction.com. Once you've completed your ad contract, FAX it to APA at 480-941-2557 or mail it to the address below. Final payment and artwork must be received prior to any ad being posted.