RCItems E-newsletter

Online Advertising

RCI, Inc.
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Insertion Order - Banner Advertising 2010

A New Opportunity

A Web-based means to send your corporate message to RCI members -- *RCItems* is an HTML-style internet newsletter designed to inform RCI members of upcoming industry and association events. With up to five vertical banner ads per issue, you can splash your corporate advertising message to RCI's 2500 members each month and make direct contact with consultants who annually specify billions of dollars of roofing, waterproofing and exterior wall materials.

Cross Promote and Drive Traffic to Your Website

RCItems is published monthly. As RCI's *Interface* technical journal arries in members' U.S. Mail boxes, *RCItems* arrives in RCI members' e-mail inboxes. In addition to driving traffic to your corporate website, *RCItems* banner ads can be designed to draw attention to your firm's print ads in *Interface*.

Submitting Your Ad & Placement Deadlines

Submit vertical banners (120 pixels x 240 pixels) in .gif or .jpg format (15kb maximum file size) to wmyers@rci-online.org. Contact William Myers at 919-389-1088 or wmyers@rci-online.org for space and ad copy deadlines.

Vertical Banner Advertising Rates

- Single Insertion ..... $500/ insertion
- 3 - 5 insertions ..... $450/ insertion
- 6 - 10 insertions ..... $425/ insertion
- 12 + insertions ..... $400/ insertion

Vist the RCItems online @: www.rci-online.org/rcitems.html

Vertical Banner (Actual Size Shown)

Pixel and File Size:
120 pixels x 240 pixels
15KB maximum file size

Format:
.gif or .jpg

Submit by e-mail to:
wmyers@rci-online.org.

Publish dates:
Monthly

Space and copy deadlines:
Contact William Myers at 919-389-1088 or wmyers@rci-online.org for space and ad copy deadlines.

Animated Banners: All animated banners must be approved by publisher.

Advertiser Information:

Company: _____

Contact: _____

Address: _____

City: _____

State: _____

Postal Code: _____

Phone: _____

Fax: _____

E-mail: _____

Payment Method

- ❑ Invoice
- ❑ Check (payable to RCI - US funds)
- ❑ American Express
- ❑ Visa
- ❑ MasterCard

Card Number:
Name on Card:
3- or 4-Digit Verification Value Code: Exp. Date:
Signature:

Ad Type:

❑ Static banner ❑ Animated banner (requires RCI approval)

Issues of Insertion (check box and complete year):

- ❑ January 20___
- ❑ February 20___
- ❑ March 20___
- ❑ April 20___
- ❑ May 20___
- ❑ June 20___
- ❑ July 20___
- ❑ August 20___
- ❑ September 20___
- ❑ October 20___
- ❑ November 20___
- ❑ December 20___

Amount Submitted:

Terms and Conditions

Virtual trade show listings will run for 12 consecutive months unless canceled by the advertiser. No refunds will be given for early termination. The maximum text per listing is 200 words. The maximum number of e-mail links per listing is 5. The maximum number of web links is 5. RCI reserves the right to reject any advertisement that does not conform to the Institute's standards. If an error is made that materially affects the value of the listing, a corrected advertisement will be inserted within 5 days upon request without additional charge. No refunds will be granted.

All prices quoted are net. Prepayment is required for all online advertising.

Signature of advertiser rep.: _____ Date: _____