



RCItems E-newsletter

RCI, Inc.
1500 Sunday Drive, Suite 204
Raleigh, NC 27607

Online Advertising

Phone: (919) 859-0742
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www.rci-online.org

Insertion Order - Banner Advertising

2012

Direct Delivery

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. The *RCItems* e-newsletter links readers to a .pdf-based publication for further reading.

Cross Promote and Drive Traffic to Your Website

RCItems is published monthly. As RCI's *Interface* technical journal arrives 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

Vertical Banner Advertising Rates

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

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@ for space and ad copy deadlines.

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

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

Advertiser Information:

Company: _____
 Contact: _____
 Address: _____
 City: _____
 State: _____
 Postal Code: _____
 Phone: _____
 Fax: _____
 E-mail: _____

Ad Type:

- Static banner Animated banner (requires RCI approval)

Issues of Insertion (check box and complete year):

- | | |
|--|---|
| <input type="checkbox"/> January 20__ | <input type="checkbox"/> July 20__ |
| <input type="checkbox"/> February 20__ | <input type="checkbox"/> August 20__ |
| <input type="checkbox"/> March 20__ | <input type="checkbox"/> September 20__ |
| <input type="checkbox"/> April 20__ | <input type="checkbox"/> October 20__ |
| <input type="checkbox"/> May 20__ | <input type="checkbox"/> November 20__ |
| <input type="checkbox"/> June 20__ | <input type="checkbox"/> December 20__ |

Amount Submitted: _____

Payment Method

- Invoice Visa MasterCard
 Check (U.S. funds) Discover American Exp.

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

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: _____