



# Online Classified Ads

Online Advertising

RCI, Inc.  
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Raleigh, NC 27607

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www.rci-online.org

## Insertion Order

# 2012

### Rates

#### Online Advertising

- Line classified advertisement -- \$50, plus \$1 per word
- Display classified advertisement -- \$75 per square inch

#### Line Classified Ads - Copy Submission

In order to ensure the greatest accuracy for your ad, it is required that you submit a digital file of all text for line classified ads. MS Word or .txt documents are preferred. E-mail ad copy to: wmyers@rci-online.org

#### Display Classified Ads - Copy Submission

Digital submissions only, acceptable files are .jpg or .gif. The maximum ad size is 288 pixels x 288 pixels. The maximum resolution is 72 dpi.

#### Ad Placement Deadlines

Online ads will be posted to [www.rci-online.org/mem-rcitems.htm](http://www.rci-online.org/mem-rcitems.htm). RCI members will be notified by e-mail of new online ads on the 20<sup>th</sup> of each month. Generally, online ads will be posted within 5 business days of receipt of ad copy and payment. Each ad insertion equals 30 days of online visibility.

#### Advertiser Information:

Company: \_\_\_\_\_  
 Contact: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_  
 State: \_\_\_\_\_  
 Postal code: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Fax: \_\_\_\_\_  
 E-mail: \_\_\_\_\_

#### Payment Method (prepayment required):

- Check (payable to RCI - U.S. funds)     Discover  
 American Express     Visa     MasterCard

Card number: \_\_\_\_\_  
 Exp. date: \_\_\_\_\_  
 Name on card: \_\_\_\_\_  
 3- or 4-digit verification value code: \_\_\_\_\_  
 Signature: \_\_\_\_\_

Prepayment is required.

**Amount/insertion:**

**Total:**

#### Ad Type:

- Classified line ad     Classified display ad

#### 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__  |

#### Terms and Conditions:

Advertisement space is reserved on a first-come, first-served basis. RCI reserves the right to reject any advertisement that does not conform to the publication's standards. No cancellations will be accepted after the cutoff date for space reservation.

Whenever an error is made that materially affects the value of the advertisement, a corrected advertisement will be inserted in the next issue on request without additional charge. No refunds will be granted. No reinsertion will be made or allowance given due to color changes that do not lessen the value of the ad. The same rule applies to minor typographical errors. Claims for refund or adjustment on bills must be made by the 15th of the month. No allowances or reruns will be given except following the first wrong insertion.

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

Signature of advertiser rep.: \_\_\_\_\_ Date: \_\_\_\_\_