



RCI, Inc.
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www.rci-online.org

Insertion Order - Banner Advertising

2010

A New Opportunity

Be among the first companies to place your corporate message directly on the RCI-online.org home page. This new opportunity represents the first time advertising has been available on the RCI Web site. With over 9000 monthly visitors (over 300 daily), advertising on the RCI home page is a striking way to deliver marketing directly to RCI's building envelope consultant members.

Advertising will be limited to a single banner ad location strategically placed on the RCI home page with a maximum of five advertisers per month. Ads will appear in random rotation, and feature one banner ad at a time per user load. Splash your corporate advertising message to RCI's 2500 members and make direct contact with consultants who annually specify billions of dollars of roofing, waterproofing and exterior wall materials.

Submitting Your Ad & Placement Deadlines

Submit horizontal banners (566 pixels x 60 pixels, 15KB maximum file size) to wmyers@rci-online.org. Contact William Myers at 919-389-1088 or wmyers@rci-online.org for format specifications, space and ad copy deadlines.

Static Banner Advertising Rates

- Single Insertion \$850 / insertion
- 3 - 5 insertions \$805 / insertion
- 6 - 12 insertions \$765 / insertion

Animated Banner Advertising Rates

- Single Insertion \$1050 / insertion
- 3 - 5 insertions \$995 / insertion
- 6 - 12 insertions \$945 / insertion

View a sample online @: www.rci-online.org/index-ad-sample.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 MasterCard
 Check (US funds) American Express
 Visa Discover

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: _____