



Association for Applied Psychophysiology and Biofeedback
(AAPB)

ELECTRONIC ADVERTISING CONTRACT

aapb.org

Company: _____

Contact Name: _____

Address: _____

City, State, Zip: _____

Phone: _____

E-mail: _____

Website/URL: _____

SELECT OPTION

WEBSITE BANNER AD

- \$299 per month, per page
- \$2,000 per year, per page
- \$499 per month (homepage only)

Our ad will appear for _____ months on aapb.org.

SubTotal: _____

Please submit files electronically. We accept .eps, .tif, .jpg, .gif, and .pdf formats. Banner ads should be 468 pixels wide x 60 pixels high. Homepage banner ads should be 154 pixels wide x 229 pixels high. Digital files not meeting specification will incur additional charges.

Please place our web banner ad on the following page(s):

1. _____
2. _____
3. _____

EMAIL BLAST ADVERTISING

- \$550 per blast
- \$2,000 per year, per page
- \$499 per month (homepage only)

Ad cost per number of blasts: _____

SubTotal: _____

Please indicate your preferred dates of dissemination:

1. _____
2. _____
3. _____

FEE SUMMARY

Web Banner \$ _____

Email Blast \$ _____

TOTAL TO BE INVOICED \$ _____

Return this agreement to Michelle Cunningham at mcunningham@kellencompany.com or call 800-477-8892 for more information.

Name: _____ **Signature:** _____

Date: _____

EMAIL BLAST GUIDELINES

AAPB offers E-Blast advertising to active members in good standing and those who sign up to receive AAPB news and information. E-Blasts will be sent to our entire membership base, including past and current leadership, event participants, students, and our other newsletter subscribers. Each blast is sent twice, with a disclaimer. We resend to non-openers after 4 days. An open rate and click rate is available one month after dissemination.

General Information

- E-blasts will be scheduled upon system availability, at a mutually agreed upon date.
- Advanced payment and is required to secure an email blast, acceptable payment forms are credit card and checks
- Content is at AAPB's discretion and subject to AAPB Executive Director approval; AAPB has the right to refuse any advertising not consistent with the AAPB's mission

Deadlines

- Ad copy must be received for AAPB processing at least one week prior to the scheduled send date
- Refunds and rescheduling will not be warranted
- Advertisers must approve the layout and content before the close of business day the day before the email blast is sent. If final approval is not received, the E-blast will be sent as is, and the AAPB will not be responsible for any errors

Email Specs and Format

- The e-blast copy should be in a word format with Artwork included. In addition to the artwork, if there is a URL or website associated, AAPB will include this in the email if requested.
- Our software for email blasting is Constant Contact. Its standard template width is 600 pixels, please note that images wider than 600 pixels may cause the template to display incorrectly.