

FOR OFFICE USE ONLY:

Date contract received \_\_\_\_\_  
Payment amount \_\_\_\_\_  
Banner ad placement \_\_\_\_\_  
Banner ad runs through \_\_\_\_\_  
Special requests \_\_\_\_\_

TEXAS APARTMENT ASSOCIATION  
**ONLINE ADVERTISING**

## Online Advertising Contract

### I. Advertiser Information

Company Name \_\_\_\_\_  
Contact \_\_\_\_\_ Title \_\_\_\_\_  
Address \_\_\_\_\_  
City, State, Zip \_\_\_\_\_  
Phone \_\_\_\_\_ FAX \_\_\_\_\_ Email \_\_\_\_\_

### II. Advertising Agency Information (if applicable) *Note that placements are non-commissionable.*

Agency Name \_\_\_\_\_  
Contact \_\_\_\_\_ Title \_\_\_\_\_  
Address \_\_\_\_\_  
City, State, Zip \_\_\_\_\_  
Phone \_\_\_\_\_ FAX \_\_\_\_\_ Email \_\_\_\_\_

### III. Advertisement Specifications/Cost Information

See attached rate sheet for placement alternatives. Online advertising charges must be paid in full before ads will be posted. If artwork is not provided electronically as a gif or jpg file at the appropriate size, you will incur additional production charges at a minimum of \$50 per hour. Rates quoted are for TAA members; non-members pay 10 percent more per placement.

- Ad size: 230 (width) x 33 (depth) pixels
- Placements: Online advertising is contracted in quarterly increments (90 days from posting of art). Space is available on a first-come, first-served basis, with existing advertisers offered the first right of refusal.
- Artwork: Electronic copy should be provided at the appropriate size in either a gif or jpg file format. If you change your artwork during the term of this insertion, we have the right to assess a change fee of \$50.
- Terms: This agreement is non-cancellable. Payment is due in advance before artwork will be posted.

**The undersigned represent and warrant that they have the authority to enter into this contract and hereby agree to the terms set forth above. Acceptance of this Agreement does not waive the right of the publisher to reject any Agreement for ad space or reject any advertising copy.**

\_\_\_\_\_  
Signature of Advertiser

\_\_\_\_\_  
TAA Representative

Date \_\_\_\_\_

Date \_\_\_\_\_

Please return this signed contract to TAA Online Advertising, 606 W. 12th St., Austin, TX 78701-1718,  
512/479-6252, FAX 512/479-6291, email: glenda@taa.org

## TAA WEBSITE ADVERTISING

LOCATION	EXCLUSIVE AD COST		ROTATING AD COST	
Homepage	\$750 for 3 months (\$3000/yr)		\$300 for 3 months (\$1200/yr per ad) (Up to 3 ads = \$3600 total)	
	SECTION HOMEPAGE ONLY		ENTIRE SECTION	
	<u>EXCLUSIVE</u>	<u>ROTATION</u>	<u>EXCLUSIVE</u>	<u>ROTATION</u>
Industry Professional	\$300/3 months	\$150/3 months	\$500/3 months	\$250/3 months
Education & Events	\$300/3 months	\$150/3 months	\$500/3 months	\$250/3 months
News & Information	\$300/3 months	\$150/3 months	\$500/3 months	\$250/3 months
Renters	\$300/3 months	\$150/3 months	\$500/3 months	\$250/3 months
	EXCLUSIVE		ROTATION	
<u>SPECIAL PAGES</u>				
Member Center Headlines	\$500/3 months		\$250/3 months	
Legislative Action Center	\$300/3 months		\$150/3 months	
Find A Member	\$300/3 months		\$150/3 months	
Calendar	\$300/3 months		\$150/3 months	
Search	\$300/3 months		\$150/3 months	
Attendee Info	\$300/3 months		\$150/3 months	

\* NOTE: Rates listed include a discount for TAA members. Non-members add 10 percent to listed member rates. Payment for all online ad insertions must be received prior to posting.