

Contractor

THE MONTHLY PUBLICATION OF THE BUILDING CONTRACTORS ASSOCIATION OF SOUTHWESTERN IDAHO

The Contractor has gone Green. Check out the newsletter at bcaswi.org

Member benefits include static ads with a link to your website, color at no extra charge, 12 month display, AND higher viewership potential!

WHO WILL SEE YOUR AD?

The Contractor is posted monthly as a printable pdf on bcaswi.org with the most current issue on the home page. 12 months of issues are displayed on the Contractor Magazine page. All BCASWI members will be notified each month of the posting. The public will be able to view the newsletter with ads as well. The BCA ranks in the top ten search results with the 3 major search engines.

MEMBER RATES

FULL PAGE - 7.5"w x 9.5"h

Monthly (one time only)	\$330.00
12 Month Contract (per mo.)	\$220.00

HALF PAGE -

7.5"w x 4.75"h

3.75"w x 9.5"h

Monthly (one time only)	\$165.00
12 Month Contract (per mo.)	\$110.00

QUARTER PAGE -

3.75"w x 4.75"h

Monthly (one time only)	\$82.50
12 Month Contract (per mo.)	\$55.00

INTERNET DIRECTORY LINK/BANNER - MEMBERS ONLY - Payment due before ad begins.

- **\$80 Link** - Includes website link, e-mail, contact name, business logo and description. Advertiser provides all information. 12 month run
- **\$100 Banner** - Includes \$80 link items PLUS a banner, up to 4 pictures, and an embedded video. Banner ad is placed above directory main page with link connection. Advertiser provides all items. 12 month run

Link ad - \$40 w/newsletter ad purchase

Banner ad - \$50 w/newsletter ad purchase

- A \$25 set up fee will be applied to online ad listing changes

after initial setup.

Banner Size: 728 w x 90 h pixels/10.111 w x 1.25 h inches
Picture Size: 300 w x 225 h pixels/4.167 w x 3.125 h inches

ADVERTISING CONDITIONS

All 12 month ad pricing is based on January start date. Any other may be prorated. All newsletter ads or ad changes, unless camera ready are subject to a \$25 charge. Link or Banner ad changes are subject to a \$25 charge. If company membership expires, ad will automatically discontinue without reimbursement. All newsletter ad space to be reserved and ads received to the BCA by the 18th of each month.

PAYMENT SCHEDULE

12 ISSUES:

Full Page - 12 payments of \$220.00

Half Page - 4 payments of \$330.00

1st in 30 days, 2nd in 3 mos., 3rd in 3 mos., last in 3 mos.

Quarter Page - 2 payments of \$330.00

1st in 30 days, 2nd in 6 months.

Link - 1 payment of \$40 with newsletter ad

1 payment of \$80 without newsletter ad

Banner - 1 payment of \$50 with newsletter ad

1 payment of \$100 without newsletter ad

VISA, MASTERCARD & DISCOVER ACCEPTED FOR PAYMENTS

**TO RESERVE SPACE CALL AUTUMN:
(208) 377-3550**

NON-MEMBER RATES

Add \$50.00 per month to the listed newsletter ad rates. Directory Link and Banner ads for members only. All payments are due before the ad runs.



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This contractor newsletter advertising contract is made and entered into this ____ day of _____, by and between The Building Contractors Association of Southwestern Idaho (hereinafter, the "BCA") and the undersigned advertiser (hereinafter, the "Advertiser").

WHEREAS, the BCA produces and publishes online its monthly contractor newsletter and the Advertiser desires to purchase ad space;

NOW THEREFORE, the parties agree as follows:

NEWSLETTER ADVERTISING:

1. The Advertiser desires to purchase an ad at the size of _____.
2. ____ Yes I also want the advertiser website directory link @ \$40 for 12 months. (MEMBER ONLY)
3. ____ Yes I also want the advertiser website directory banner @ \$50 for 12 months. (MEMBER ONLY)
4. The Advertiser shall receive the newsletter ad at the total price of _____. (Include member/non-member status)
5. The Advertiser shall receive the directory link or banner at the total price of _____.
6. The Advertiser must make ____ number of newsletter ad payments in the amount of \$ _____. (See payment schedule on ad sheet). ALL AD PAYMENTS ARE DUE IN 30 DAYS UNLESS OTHERWISE STATED ON AD SHEET.
7. The Advertiser must make one directory link or banner ad payments in the amount of \$ _____. (See payment schedule on ad sheet). ALL AD PAYMENTS ARE DUE IN 30 DAYS UNLESS OTHERWISE STATED ON AD SHEET.

Total Ad Costs: \$ _____

DIRECTORY LINK OR BANNER ADVERTISING - MEMBERS ONLY:

8. ____ Yes I want the website directory link @ \$80 for 12 months.
9. ____ Yes I want the website directory banner @ \$100 for 12 months.

Total Ad Costs: \$ _____

If membership expires and/or there is a failure to make the agreed upon payments ad will be canceled. The Advertiser hereby agrees to have read, understand, completed, and abide by the above contract.

____ Charge my Visa/MC/Discover Card# _____ Exp. Date: _____ Vcode: _____ Zip Code: _____

Advertisers Company Name Phone: _____

Advertisers **PRINTED** Name and Title

Advertisers **SIGNED** Name and Title