



ASLA, Southern California Chapter Web Advertising Rates & Specifications, 2004

Listing @ \$125 (3 months)

Includes 30 word listing with link to own web site. *For example:*

Creative Communications Solutions, Susan Watkins, (949) 654-0263

Your one-stop-shop for *Creative Communications Solutions*. Services include strategic MARKETING, DESIGN, and COPYWRITING. Specializing in branding and print media... logos, newsletters, brochures, advertising, POP displays, web sites, and more.

Listing w/Logo @ \$150 (3 months)

Includes 30 word listing + logo with link to own web site. *For example:*



Creative Communications Solutions, Susan Watkins, (949) 654-0263

Your one-stop-shop for *Creative Communications Solutions*. Services include strategic MARKETING, DESIGN, and COPYWRITING. Specializing in branding and print media... logos, newsletters, brochures, advertising, POP displays, web sites, and more.

Small Ad @ \$250 (3 months)

Includes 30 word listing + logo with link to own web site, as well as a small, full color, text-only ad in special display ad section.

Ad size = 120 pixels x 120 pixels @ 72 ppi (1.667" x 1.667")

Advertiser to provide the following:

- 1) listing content (company, name, phone, 30 word blurb, and URL for link)
- 2) logo in digital format (for inclusion with listing)
- 3) ad content (text only/no logo—ASLA will provide design services; client will have opportunity to approve ad layout/design prior to publication)

Large Ad @ \$375 (3 months)

Includes 30 word listing + logo with link to own web site, as well as a large, full color, graphic ad in special display ad section.

Ad size = 240 pixels x 120 pixels @ 72 ppi (3.33" x 1.667")

Advertiser to provide the following:

- 1) listing content (company, name, phone, 30 word blurb, and URL for link)
- 2) logo in digital format (for inclusion in ad and with listing)
- 3) ad content (text and logo—ASLA will provide design services; client will have opportunity to approve ad layout/design prior to publication)

Additional Options

- Custom ads available, ranging in size and price. Contact ASLA (see below) for more information.
- Advertisers who wish to provide their own web-ready ad may deduct \$75 (small ad) or \$100 (large ad) off the rates quoted above, providing ads meet the following specifications: 120 pixels x 120 pixels (small) or 240 pixels x 120 pixels (large) @ 72 ppi, saved as a PC-compatible GIF or JPG.

To view current Products & Services Directory, visit <http://www.asla-socal.org>.

To advertise, contact Vicki Phillipy, ASLA, (714) 838-3615, sccasla@aol.com.