

## SPONSORSHIP AND ADVERTISING

IDAD professional association website is available for selective VIP advertising which falls into one of many categories in destinations services, industries and professions. Your company, organization or enterprise may qualify for consideration as sponsor/advertiser, and be permitted (I) banner advertising space, (II) membership directory advertising space, (III) electronic newsletter advertising space, or (IV) advertising packages customized to meet your marketing objectives also available at substantial monetary savings.

### I. High Profile Website Banner Advertising (no deadline closing dates)

<u>Banner Advertising Options</u>	<u>IDAD Member</u>		<u>Non-member</u>	
	<u>Annual</u>	<u>6 mo.</u>	<u>Annual</u>	<u>6 mo.</u>
Option A - Classified (Seeker's Guild)	\$1,000	\$600	\$1,200	\$800
Option B - Database(IDAD Navigator)	\$625	\$350	\$825	\$500
Option C - Blackbook (IDAD Navigator)	\$550	\$300	\$675	\$450
Option D - Member's Only section	\$500	\$300	\$600	\$400

### II. Membership Directory Advertising ( Members only)

<u>Directory Advertising</u>	<u>Deadlines</u>
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Premium Space (Front Cover & Last Page)	January 30
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Classified Space (Between Covers)	July 30
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<u>Location</u>	<u>IDAD Member</u>	<u>Non-member</u>
Front Cover of Directory (block size determined by IDAD)	\$1,450	\$1,990
Full Page (Last Only)	\$2,000	\$2,400



#### IV. Advertising Package Plans

<u>Advertising Package #1</u>	<u>Frequency</u>	<u>IDAD Member</u>	<u>Non-member</u>
Website Banner	6 mo.	\$275*	\$375*
Member Directory	1 yr.	\$300**	N/A
E-Newsletter	6 issues	\$800***	\$1,200***
		<u>Totals: \$1,375</u>	<u>\$1,575</u>

\*Add \$300 for Seeker's Guild

\*\*1/6-Page Only

\*\*\*Classified B&W Only

<u>Advertising Package #2</u>	<u>Frequency</u>	<u>IDAD Member</u>	<u>Non-member</u>
Website Banner	12 mo.	\$550*	\$750*
Member Directory	1 yr.	\$300**	N/A
E-Newsletter	12 issues	\$1,500***	\$2,000***
		<u>Totals: \$2,350</u>	<u>\$2,750</u>

\*Add \$500 for Seeker's Guild

\*\*1/6-Page Only

\*\*\*Classified B&W Only

These quoted rates are subject to change. IDAD also reserves the right to refuse advertising space to any advertiser, based on the standards determined by IDAD Directors and/or stated in IDAD Bylaws. IDAD shall be under no liability for selectively excluding an advertisement. Advertising accepted and published in IDAD website, directory and newsletter is assumed to be authorized by the advertiser submitting it. The advertiser shall indemnify and save harmless from loss or expense from claims or suits based on the content of ads, the publisher, IDAD, in consideration of IDAD's acceptance of ads for publication; this protection shall extend to include any and all costs associated with defending against, without limitations, claims or suits for libel, violation of right of privacy, plagiarism, and copyright infringement .