



CESSE Home Website CESSE Meeting Website

Banner Ad Fee Schedule

All Banner ad fees, for annual and Mid-Winter CEO meeting sponsors, will be in effect from August 2008 through the end of July 2009, exception Mid-Winter through the end of March.

All Banner ad fees for non-annual or Mid-Winter meeting sponsors (see below) will be in effect via agreed upon fee schedule below from the date purchased.

There are now two options for banner ads - The Meeting Website which will be located at www.cesse.org (to access click the annual meeting pages) or the entire member website pages.

Banner ads can be purchased as follows:

➤ Annual Meeting Website page(s) – Sponsors only:

- If you are a sponsor of a major meal or service over \$10,000 : **\$0**
- If you are a sponsor of a meal, service or monetary sponsor between \$5,000 and \$9,999: **See Sponsorship Opportunities Form – sold out for 2009**
- If you are a sponsor of a meal, service or monetary sponsor between \$2,500 and \$4,999: **See Sponsorship Opportunities Form – sold out for 2009**

Or you can upgrade to the entire member website www.cesse.org for:

➤ Member Website –Sponsors only:

- If you are a sponsor of a major meal or service over \$10,000 : **\$0**
- If you are a sponsor of a meal, service or monetary sponsor between \$5,000 and \$9,999: **See Sponsorship Opportunities – sold out for 2009**
- If you are a sponsor of a meal, service or monetary sponsor between \$2,500 and \$4,999: **See Sponsorship Opportunities – sold out for 2009**

➤ Banner ad only – for non-annual or Mid-Winter CEO meeting sponsors:

Member website www.cesse.org only:

- 3 months: \$1,500
- 6 months: \$2,800
- 9 months: \$4,100
- 12 months: \$5,400

➤ **Banner ad – Member CESSE society:**

Member website www.cesse.org only:

- 3 months: \$300
- 6 months: \$550
- 12 months: \$1,000

Acceptable payment: Check, MasterCard, Visa or American Express.

➤ **CESSE Home Website and Meeting Website Banner Ad Specifications:**

Ad placement:

- Right side pages of the CESSE home website and/or the meeting website based on sponsorship level
- 180 pixels wide
- Between 250 and 275 pixels tall

For all graphics:

- GIF format for all advertisements that are not comprised largely of photographic imagery (< 60% photographic imagery).
- JPEG format for all advertisements that are composed largely of photographic imagery (> 60% photographic imagery).
- File size limit: no greater than 20K.
- Animated GIFs are permitted, within size limits detailed above and provided that the animation in question spans no more than five seconds in duration. Ads will display for five seconds before rotating to a new advertisement.

All advertisements will be screened for suitability before being accepted for use on the site.

Each ad will need a URL to accompany the banner ad

For further information please contact:

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