

ASCA SCENE ADVERTISING RATE CARD

Since its inception in 2008, the ASCA SCENE has provided a place for school counseling professionals to connect, share ideas, get advice and more. With more than 30,000 SCENE subscribers and more than 11,500 discussion topics since it launched, the SCENE has been a vital online community. To continue building on that community, ASCA has upgraded the SCENE to a new platform. ASCA members automatically have an account on the new ASCA SCENE and are automatically subscribed to the daily digest of messages, making it easier than ever for the members to stay on top of conversations and trends taking place in the profession. Some new enhancements include: Enhanced file library, opportunity to provide feedback and ratings of discussions, files and documents, communities targeted to the school counselors level and much more.

When you advertise on the ASCA SCENE, you can reach school counselors 24/7. Your ad – linked to your Web site – keeps your products/services or college/university right at the fingertips of school counselors.

AD POSITIONS:

Home Page Ad – your ad will appear on the home page in the right hand column (total of 6 ad positions)

Interior Landing Pages Ad –your exclusive ad appears on all interior landing pages (only one ad allowed)

Community Discussion Ads – your exclusive ad will appear in all discussion posts in a community as well as the daily digest for the community which is emailed to everyone who is a member of that community. The various communities are: Open Forum (includes all members), Elementary, Middle/Junior High, High School, Students (master’s degrees) and Job Opportunities (only one ad allowed per community)

SPECIFICATIONS:

Home Page Ad – 300 w x 100 h pixels, (static jpeg file) plus URL for link

Interior Landing Pages Ad – 120 w x 600 h pixels, (static jpeg file) plus URL for link

Community Discussion Ad – 125 w x 125 h pixels, (static jpeg file) plus URL for link

AD DEADLINES:

- Insertion Orders & Ad due by 25th of the month proceeding insertion date. i.e. Nov. 25th for ad beginning Dec. 1
- Must include URL for ad link

ASCA SCENE PRICING (Ad Rate Per Month):

<u>Position</u>	1 Month	3 Months	6 Months	12 Months
Home Page:	\$ 330	\$ 314	\$ 298	\$ 283
Interior Landing Pages:	\$ 440	\$ 418	\$ 397	\$ 377
Community Discussion Pages:				
Open Forum (all members):	\$ 550	\$ 523	\$ 496	\$ 472
All others <u>per</u> community:	\$ 275	\$ 261	\$ 248	\$ 236
Elementary				
Middle/Junior High				
High School				
Students (master degrees)				
Job Opportunities				



ASCA SCENE

Advertising Insertion Order Form

Company _____

Address _____

City _____ State _____ ZIP _____

Phone _____ Fax _____

Contact _____ E-mail _____

Billing Address (if different than above) _____

Ad Insertion for: (check all that apply)

- Home Page Ad
- Interior Landing Pages Ad

Community Discussion Ad:

- Open Forum
- Elementary
- Middle/Junior High School
- High School
- Students (Master Degrees)
- Job Opportunities

Indicate month for ad to begin: _____

All ads will begin on the 1st of the month unless otherwise indicated

BILLING: Total amount to be billed (See Advertising Rates). *Advertising will be billed for the full term in the first month.*

Rate Calculation:

Number of Months _____ X Rate per Month _____ = \$ _____ (Net Rate to ASCA)

Signature

Date

For further information, contact:

Ad Guidance, Inc. • 283 Whistlewood Lane, Winchester, VA 22602

Toll Free: 1-800-597-7210 • Fax: 1-540-542-0550

E-mail: robin@adguidance.com

GENERAL CONDITIONS FOR ADVERTISING

No advertisement shall be published unless an Insertion Order form and ad copy (see mechanical requirements) are received at the offices of Ad Guidance, Inc. by the closing deadline specified by Ad Guidance, Inc. for the issue(s) desired.

Changes in advertising copy shall not be considered authorized by the Advertiser unless confirmation of such change is received in writing at the offices of Ad Guidance, Inc. by the closing date for the issue(s) desired. If copy changes are not properly confirmed in writing prior to the insertion deadline, the Advertiser's most recent ad copy shall be used.

If all necessary advertising materials are not received at the offices of Ad Guidance, Inc. by the closing deadline for the issue(s) desired, placement of the advertisement in that issue(s) is not guaranteed.

No advertisement may be canceled after the Insertion Order date for the issue in which it is scheduled to appear.

Layout and typesetting costs are not included in the Publisher's advertising price, and shall be billed separately to the Advertiser at prevailing rates.

The Advertiser must pay the Publisher's invoices within 30 days. The Publisher reserves the right to withhold further advertisements for any Advertiser with a past due account.

The Publisher shall not be responsible for errors caused by designers and typesetters.

The Publisher shall not be responsible for claims made in advertisements, and the Advertiser shall indemnify and hold the Publisher harmless from any liability of any kind arising from such claims, including reasonable attorney's fees and all other associated costs of litigation.

All advertisements are subject to approval by the Publisher. Such approval shall be granted or withheld solely at the Publisher's absolute discretion.

The Advertiser and any agency utilized by it are subject to satisfactory credit reports.

The Advertiser specifically warrants that all photographs and endorsements are covered by valid, written consents, and the Advertiser shall indemnify and hold the Publisher harmless from any liability of any kind resulting from publication thereof, including reasonable attorney's fees and all other associated costs of litigation.

In the event that a dispute arises between the Publisher and the Advertiser that is not specifically governed by the foregoing terms and conditions, such dispute shall be resolved in accordance with the custom of the trade.