

# HOUSTON METROPOLITAN PARALEGAL ASSOCIATION

To post advertising via HMPA's WebPages/Email, please review and approve the guidelines outlined below. HMPA provides advertising on its website and through email to its members. Advertising availability is as follows:

- (1) Website – large banner;
- (2) Website – small banner;
- (3) Website Advertising Page; and
- (4) Email Broadcast.

HMPA does not provide or create banners or advertisements. You may consult any media company to prepare your advertisement and/or banner.

## **GENERAL GUIDELINES AND AGREEMENTS**

1. The advertising period begins upon receipt of the appropriate advertising fee and an executed copy of this agreement from the Advertiser.
2. HMPA will retain your advertisement for one (1) month after your subscription expires. Advertiser should submit advertising via email to [hmpa-aa@houstonparalegals.org](mailto:hmpa-aa@houstonparalegals.org) or as directed by HMPA. No listings will be accepted by telephone.
3. Each advertisement must fit in the space specified below. They may be edited to fit the HMPA's Website/Email system. We cannot guarantee a response or the number of responses received.
4. Any abuse of the HMPA advertising agreement via Website/Email policy by any Advertiser will result in the removal of such Advertiser's ad without recourse and at the discretion of HMPA. Please direct all inquiries to the HMPA office by phone: 855-614-HMPA (Toll Free) or by email to [hmpa-aa@houstonparalegals.org](mailto:hmpa-aa@houstonparalegals.org).
5. All advertising must be received with payment by 10:00 a.m. on the date(s) specified below to be included in the following posting update.
6. Advertising may be continued and/or extended upon receipt of an updated signed Agreement and receipt of payment by 10:00 a.m. the date(s) specified below to be included in the following posting update.

## **BANNERS**

HMPA provides Advertising on banners, which can be "blinking" banners or "non-blinking" banners. These banners can be placed on specific pages of HMPA's website that is a preference of the Advertiser, subject to their availability.

1. Banners will be placed on HMPA's Website on the following sub-page locations: Membership Page, Calendar Page, Events Page, Information Page, Bulletin Board Page and/or Link Page.
2. The Advertiser is not limited to the number of banners placed on HMPA's Website during the advertising period. The pricing schedule is outlined below for (one) banner. If multiple banners are

requested, the pricing for the banners should be multiplied by the number of banners provided to HMPA for advertising.

3. The Advertiser must advise their preference for the location of their banner placement on the website (Membership Page, Calendar Page, Events Page, Information Page, Bulletin Board Page and/or Link Page) on the space provided below).

4. The Advertiser will provide the banner (at their own expense), which includes their advertisement in the sizes specified below. (HMPA can recommend and refer Advertiser to an Internet banner designer upon request.)

## **BANNER RATES**

<b>Banner Advertising Rates for HMPA Members</b>			
<b>Size</b>	<b>One Month</b>	<b>Six Months</b>	<b>Twelve Months</b>
Size – 400 x 200 (large banner)	\$70.00	\$285.00	\$510.00
Size – 320 x. 240 (small banner)	\$45.00	\$185.00	\$385.00

<b>Banner Advertising Rates for Non-HMPA Members</b>			
<b>Size</b>	<b>One Month</b>	<b>Six Months</b>	<b>Twelve Months</b>
Size – 400 x 200 (large banner)	\$80.00	\$300.00	\$585.00
Size – 320 x. 240 (small banner)	\$55.00	\$205.00	\$460.00

## **ADVERTISING PAGE**

HMPA has a special advertising page on its Website. Advertisers have an opportunity to place their advertisement will be placed on HMPA's Website on the following sub-page locations: Membership Page, Calendar Page, Events Page, Information Page, Bulletin Board Page, and/or Link Page. Advertisements for the Website will be updated weekly (each Friday).

- The Advertiser will provide the banner, which includes their advertisement in the sizes specified below. (HMPA can recommend and refer Advertiser to an Internet banner designer upon request.)
- All advertising must be received with payment by 10:00 a.m. on each Wednesday to be included in the Friday's posting update.
- Advertising may be continued and/or extended upon receipt of an updated signed Agreement and receipt of payment by 10:00 a.m. each Wednesday to be included in the following posting update.

## **ADVERTISING PAGE RATES**

<b>Advertising Page Rates for HMPA Members</b>			
<b>Size</b>	<b>One Month</b>	<b>Six Months</b>	<b>Twelve Months</b>
1/8 Page (business card); 3" w x 2" 1	\$45.00	\$185.00	\$385.00
1/4 Page; 3 3/4" w x 4 3/4" 1	\$70.00	\$285.00	\$510.00

1/2 Page; 3 3/4"w x 9 3/4"1	\$85.00	\$335.00	\$685.00
Full Page; 7 3/4"w x 9 3/4"	\$110.00	\$485.00	\$810.00

Advertising Page Rates for Non-HMPA Members			
Size	One Month	Six Months	Twelve Months
1/8 Page (business card); 3"w x 2"1	\$55.00	\$210.00	\$410.00
1/4 Page; 3 3/4"w x 4 3/4"1	\$80.00	\$310.00	\$535.00
1/2 Page; 3 3/4"w x 9 3/4"1	\$105.00	\$360.00	\$710.00
Full Page; 7 3/4"w x 9 3/4"	\$120.00	\$510.00	\$835.00

#### **EMAIL ADVERTISING TO HMPA MEMBERS and SUBSCRIBERS WEEKLY**

Bi-weekly, HMPA will send a broadcast email to all HMPA members and subscribers to include all Advertisers ads. Advertiser should submit advertising via email to [hmpa-aa@houstonparalegals.org](mailto:hmpa-aa@houstonparalegals.org) or other address provided by HMPA. No listings will be accepted by telephone. All advertisements must be no more than 100 words per advertising and may be accompanied by a photograph or image in jpg or gif format. All advertisements must be received to HMPA by Friday of each week to be included in the following week's email broadcast.

Email Advertising	HMPA Member	HMPA Non-Member	Email Advertising
One Email (1 week)	\$110.00	\$135.00	One Email (1 week)
Three Emails (3 weeks)	\$210.00	\$285.00	Three Emails (3 weeks)
Six Emails (6 weeks)	\$360.00	\$510.00	Six Emails (6 weeks)
Twelve Emails (12 weeks)	\$710.00	\$1000.00	Twelve Emails (12 weeks)

## HMPA Website/Email Advertising Order Form

Advertising Type	Number of Ads	Number of Months/Weeks	Size of Ad	Amount
Website – banner (large)				
Website – banner (small)				
Website – Advertising Page				
Email Broadcast				
Total				

I understand and agree to abide by the above Website/Email Guidelines and Agreement. Please enter my advertisement as indicated in the Order form above.

\_\_\_\_\_  
Signature of Advertiser

Company Name: \_\_\_\_\_

Representative Name: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone Numbers: \_\_\_\_\_ (Work)

Fax Number: \_\_\_\_\_

Email Address: \_\_\_\_\_