



**New  
England  
Livery  
Association**

# 2018-2019 Advertising Opportunities

## Monthly E-News Advertising Rates

	Single Issue	4 Issues (Buy 3, Get 1 FREE)	12 Issues
Leader Board Ad, limited availability (4 total)			\$100/month for 12 months or \$1,000 one-time charge
Bottom Banner Ad, limited availability	\$55	\$165	
Mid Banner Ad	\$50	\$150	
Side Bar Ad	\$45	\$135	

### Leader Board Ad Specs

- Ad dimensions: 627 x 80 pixels

### Bottom Banner Ad Specs

- Ad dimensions: 468 x 80 pixels
  - File format: jpg, png, gif
  - Maximum resolution: 72 dpi
  - Email file to [info@nelivery.org](mailto:info@nelivery.org)
  - As always, please contact our offices if interested in additional space  
(additional placements incur supplemental fees)

### Mid Banner Ad Specs

- Ad dimensions: 468 x 60 pixels

### Side Bar Ad Specs

- Ad dimensions: 160 x 106 pixels

## E-News Advertisement Order Form

Please indicate the TYPE of ad (Bottom Banner, Mid Banner, or Side Bar) you would like to order and the NUMBER of issues (1 or 4) in which you would like us to run your ad, or indicate Leader Board and select billing type. For monthly billing, please complete a Recurring Payment Form.

Ad Type \_\_\_\_\_ Number of Issues \_\_\_\_\_

Leader Board Billing Type      One-Time      Monthly

Card Type      MasterCard      VISA      Discover      American Express

Cardholder name (as shown on card) \_\_\_\_\_

Billing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Card Number \_\_\_\_\_

Expires \_\_\_\_/\_\_\_\_ Security Code \_\_\_\_\_

**You will be notified via email when your credit card is charged.**

Customer's Signature \_\_\_\_\_ Date \_\_\_\_\_

**Print, sign, and return form via US mail or fax. Please no emails.  
Keep a copy for your records.**

**NELA ♦ PO Box 842 Durham, NH 03824  
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