

## Website & E-Newsletter Badge Advertisement Information

The **Greater Dallas Chapter AFP website** at [www.afpdallas.org](http://www.afpdallas.org) is continually visited by fundraising professionals in the Dallas Fort Worth metroplex. Your advertisement will reach a receptive and influential audience at a reasonable cost.

### BILLING INFORMATION:

Total payment is due with your artwork, payable to the Greater Dallas AFP by check, MasterCard, Visa and American Express.

### DIMENSIONS & PRICES:

- Large Badges are 140 pixels by 200 pixels (w x h)
- Medium Badges are 140 pixels by 115 pixels (w x h)
- Mini Badges are 140 pixels by 50 pixels (w x h)
- **E-newsletter mini-banner ad is 125 pixels by 50 pixels (w x h)**
- Pricing is for consecutive quarters or issues, ads can be changed

<i>SIZE</i>	<i>FOR 1 QTR</i>	<i>FOR 2 QTRS</i>	<i>FOR 3 QTRS</i>	<i>FOR 4 QTRS</i>
Large Badge	\$300	\$450	\$525	\$675
Medium Badge	\$150	\$250	\$325	\$375
Mini Badge	\$100	\$150	\$225	\$275

  

<i>E-newsletter ad</i>	<i>1 ISSUE</i>	<i>3 ISSUES</i>	<i>6 ISSUES</i>	<i>12 ISSUES</i>
	\$100	\$240	\$360	\$480

### DEADLINES:

<i>QUARTER</i>	<i>RESERVATION DUE</i>	<i>ARTWORK DUE</i>	<i>POSTED</i>
Jan.-March	December 1	December 15	January 1
April-June	March 1	March 15	April 1
July-Sept.	June 1	June 15	July 1
Oct.-Dec.	September 1	September 15	October 1

**Deadline for e-newsletter ad artwork is the 25<sup>th</sup> of the preceding month.**

### ADDITIONAL INFORMATION:

- Content must be related to activities of the professional fundraising community.
- No animation ("slideshow" style badges are acceptable).
- E-mail artwork and instructions to [afpchapteroffice@afpdallas.org](mailto:afpchapteroffice@afpdallas.org) using either high resolution JPG or GIF formats. Advertisers may update with new banner artwork by the deadlines above for consecutive quarters or e-newsletter issues at no additional charge.
- When making a reservation, please specify the size desired and the quarter or e-newsletter issue where it should first appear.
- The Greater Dallas AFP reserves the right to reject any advertisement.

***Please direct banner ads and inquiries to:***

Greater Dallas Chapter AFP  
[afpchapteroffice@afpdallas.org](mailto:afpchapteroffice@afpdallas.org)