

# Website 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:**

- Home Page Badges are 140 pixels by 200 pixels (w x h)
- 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)
- Pricing is for consecutive quarters.

<i>SIZE</i>	<i>FOR 1 QTR</i>	<i>FOR 2 QTRS</i>	<i>FOR 3 QTRS</i>	<i>FOR 4 QTRS</i>
Home Page Badge	\$300	\$450	\$525	\$675
Sidebar Badge	\$150	\$250	\$325	\$375
Medium Badge	\$100	\$150	\$225	\$275
Mini Banner	\$ 75	\$125	\$175	\$225

## **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

## **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 at no additional charge.
- When making a reservation, please specify the size desired and the quarter it should first appear on the website.
- 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)