



Now available:

APPrO Online

Rates and specifications for online advertising for 2008

APPrO

ASSOCIATION OF
POWER PRODUCERS
OF ONTARIO

Book now for maximum exposure!

Terms

1. Page selection is on a run-of-site basis, randomly cycled on all pages, with positions on the page set as per the customer's choice (ie top, left, bottom or right)
2. Only one image is available below the menu on the left of each page.
3. Multiple images may appear in the advertising space on the right. Smaller images are placed above larger ones. (In general the images are stacked such that buttons appear on top, skyscrapers are at the bottom, and rectangles are in the middle, with a maximum of three right hand images per page.)
4. Top leaderboards do not appear on the home page of APPrO websites. They are displayed on all other pages of the website which contain advertising.
5. Hotlinks are free as long as information is provided by customer at the time of order.
6. Moving gifs will be free if assembled by customer and provided with order; special charges apply if moving images are assembled by APPrO.
7. Ads are not assured until completed confirmation is returned. Electronic copy is due within 7 days of confirmation or publication may be delayed.
8. Minimum order \$200 or 3 months.
9. All ad copy is subject to review and approval by APPrO and may be rejected or removed at any time.
10. Prices are subject to change without notice. Please check with APPrO's Marketing Manager to confirm current prices and for information on special offers.

Web Banner Pricing			
Product	1 month (per site)	Multi-insertion (or multi-location) Discounted Price	Bundled with IPPSO FACTO hardcopy
		(10%) (20%) (25%) x2 x6 x12	
Left (160x300 pixels - rectangle)	75	135 360 675	* Additional discount of 20% available for banners booked with hardcopy advertising * Minimum total purchase of \$1000
Right (160x600 pixels - skyscraper)	90	162 432 810	
Buttons (160x160 pixels - above the skyscraper)	90	162 432 810	
Bottom (728x90 pixels wide - leaderboard)	60	108 288 540	
Top (600x90 pixels - leaderboard - not available on all pages)	110	198 528 990	

*6% GST applies to all advertising charges in Canada and the US.

**For more information, contact:
Carole Kielly at 416-322-6549
or e-mail <carole.kielly@appro.org>
to book your banner, or for details on
Special Package Offers!**

Fax 416-481-5785
Mail to: 25 Adelaide Street East, Suite 1602,
Toronto, Ontario, M5C 3A1
ad copy e-mail: <marketing@appro.org>

For further details, visit www.appro.org and click on the advertising link.

Rates effective January 1, 2008. Subject to change without notice. Updated March 4, 2008.