



RCI Ontario  
4305 Fairview Street, Suite 232  
Burlington, ON L7L 6E8  
Tel: 289 337 6585 Fax: 289 337 4187  
Web site: [www.rci-onchapterinc.ca](http://www.rci-onchapterinc.ca)  
Email: [rci@rci-onchapterinc.ca](mailto:rci@rci-onchapterinc.ca)

## RCI Ontario Chapter Online Advertising

### Insertion Order – Banner Advertising 2011

Advertising on the RCI Ontario Chapter website is a great way to deliver marketing directly to RCI's building envelope consultant members. Show your corporate advertising message to RCI Ontario Chapter members and make direct contact with consultants who annually specify millions of dollars of roofing, waterproofing and air barrier materials.

Advertising space is available on three different levels: Platinum, Gold and Silver.

#### **Platinum: Top Banner Ad (\$1,000.00 per year)**

There will be up to six (6) rotating Platinum Level Banners at the top of the home page, which will refresh at a rate of ten (10) seconds each. Platinum Level advertisers will have maximum visibility, as the advertising will be visible on every part of the website. Website users will be able to link to your website through your banner ad.

#### **Gold: Front Page Banner Ad (\$500.00 per year)**

There will be three (3) rotating Gold Level advertising spaces available (with six (6) advertisers each). The Gold advertising spaces are at the bottom of the front page, immediately adjacent to the main navigating menus. Website users will be able to link to your website through your banner ad.

#### **Silver: Marketplace Advertising Section (\$200.00 per year)**

A separate page on the website designated as the "Market-Place", highlighted by a menu title. Browsers searching for services within the Market-Place can link to your website from your business card location. Business Card advertising will be organized by categories, such as Consultants, Contractors, Manufacturers, Suppliers, etc.

#### **Advertising Design / Submission Format:**

Your advertising can be designed by your web designer, or ours.

Submit horizontal banner advertisements (468 pixels x 60 pixels, 50KB maximum file size in the following accepted formats: .swf, .jpg, and .gif) to [rci@rci-onchapterinc.ca](mailto:rci@rci-onchapterinc.ca)

#### **Terms and Conditions:**

RCI reserves the right to reject any advertisement that does not conform to the association's standards. Online Advertising is based on a first-come-first-served. If an error is made that materially affects the value of the ad, a corrected advertisement will be inserted within ten (10) days upon written request without additional charge. No refunds will be granted. HST must be applied to all prices identified above. Prepayment is required for all online advertising.