

## INTERNET ADVERTISING INSERTION ORDER

### Ad Type(s) (check all that apply):

- Roadblock Ad** - 300 pixels wide x 250 pixels tall    Link ad to: \_\_\_\_\_  
 Flash Ad  
 Video Roll
- Tile Ad** - 180 pixels wide x 150 pixels tall    Link ad to: \_\_\_\_\_  
 Flash Ad
- Video**    Link ad to: \_\_\_\_\_
- EDGE Direct**  
 Sponsorship: Top banner ad, side skyscraper ad, and sponsored story.  
 Product Feature Ad  
 Tile Ad
- Product & Service Directory Listing(s)**    Category: \_\_\_\_\_  
 Featured: Standard listing plus product/company description, logo, and premium location.  
 Video  
 Standard: Company name, address, phone, fax, e-mail, and web link.
- Product Directory Highlights**    Impressions (in increments of 5,000) \_\_\_\_\_
- Patron Sponsorship**

## BUSINESS CONTACT INFORMATION

Company Name: \_\_\_\_\_  
 Contact Name/Title: \_\_\_\_\_ E-mail: \_\_\_\_\_  
 Accounts Payable Contact/E-mail: \_\_\_\_\_  
*(Please Note: All invoices will be sent via e-mail to the above e-mail address.)*  
 Type of Business (check one):     Sole proprietorship     Partnership     Corporation     EIN#: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Country: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 Website: \_\_\_\_\_

## CREDIT CARD

*Credit card required for all listings under \$500 per month unless billed with display ads in The O&P EDGE.*

Type of Credit Card (check one):     Visa     MasterCard     American Express    PO# (if applicable): \_\_\_\_\_  
 Credit Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

## AGREEMENT

- This insertion order confirms that I have authorized the purchase of advertising space until further notice.  
I understand that this must be signed and returned before the ad will run.
- All invoices are to be paid within 30 days of the invoice date.
- I authorize Western Media LLC to process payment against the above credit card, if provided.
- Cancellation of all ads/contracts requires a 30-day written notice.

*(To be completed by The EDGE Media Group)*

Gross Price: \_\_\_\_\_

Agency Disc: \_\_\_\_\_

Net Price: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## Terms

**Payment Requirements:** 30 days net from invoice date. 1.5 percent interest per month on past-due accounts. Advertiser is responsible for any delinquent payments by recognized agencies.

**Cancellations:** All cancellations must be made in writing 30 days prior to the removal of the ad.

**Positions and Changes:** oandp.com will make every attempt to honor ad position requests but reserves the right to adjust positions should conflicts arise. Under no circumstances will changes be made by oandp.com to the content or design of any advertisement without written consent from the advertiser.

## Mechanical Requirements

### Banner Ads

**Roadblock Ad:** 300 pixels wide x 250 pixels tall  
Maximum ad size - 100 KB (except video roll).

**Tile Ad:** 180 pixels wide x 150 pixels tall  
Maximum ad size - 60 KB.

### Video

- AvI file
- 15–30 seconds
- Web address that the ad should link to.

### EDGE Direct

#### Sponsorship Includes:

- **Top Banner Ad:** 468 pixels wide x 60 pixels tall.  
Web address that the ad should link to.
- **Side Skyscraper Ad:** 160 pixels wide x 600 pixels tall.  
Web address that the ad should link to.
- **Sponsor Story:** 250–500 words. One- to two-sentence tease will appear in *EDGE Direct* with a link to the rest of your story.

**Tile Ads:** 180 pixels wide x 150 pixels tall.  
Web address that the ad should link to.

### Product & Service Directory Listing(s)

- **Web address** that the listing should link to (usually your homepage but can be any page on your site).
- **Title of the link** (usually your product name).
- **Description** of your product, or service that is suited to the category (150–220 characters).
- **Category options:** Visit [www.oandp.com/products](http://www.oandp.com/products) to review the category options available.

### Product Directory Highlights

- **Web address** that the ad should link to. Your homepage or a specific page within your site.
- **Image.** 64 pixels x 64 pixels. (Logo or product photograph)
- **Link title.** The text for the link (maximum of 40 characters, including spaces).
- **Description.** 150–220 character description of your product or service.

### Patron Sponsorship

- Logo in the Patron Sponsorship area of the oandp.com homepage and the Product Directory.
- 10,000 impressions per month in the Highlights section.
- Unlimited listings in the Product & Service Directory.
- Search engine inclusion.
- Roadblock and tile ads.

Questions and ad materials should be sent to:

Becky Seely, Director of Sales  
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[becky@opedge.com](mailto:becky@opedge.com)

