

MSTOA Web Advertising and Media Guide

Home Page Banner 960x80 \$500/year

Home Page only available for purchase if there is no Platinum Sponsor

MSTOA is seeking to pay for our web service and operating costs with the sale of ad space on our site. The costs are set based on these costs, and are set to encourage advertisers to sponsor, exhibit, and/or donate at our annual conference.

Web Ad Sizes

Horizontal Banner:	960x80	Footer Block:	212x212
or	960x160	Skyscraper:	160x480
Island: (1/6 Page)		Square:	160x160
Vertical	240x480	Mini-Block:	120x120
Horizontal	480x240		

Available Space by Location:

Home Page:

Horizontal Banner	960x80
Footer Block	212x212

Trainer/Instructor Promotions:

- ½ Page Ad on Photo Gallery of completed training tract
- Skyscraper Ad on Upcoming Training Tracts
- Logo Placement as needed

Sponsor Page:

- Banner ad space reserved for Platinum and/or Gold Sponsors
- Island ad (vertical or horizontal) for Silver Level Sponsorship
- Square ad for Bronze Level Sponsorship
- Mini-Block at bottom of page for all donors

Other Pages:

Horizontal Banner	960x80
Skyscraper	160x480
Square	160x160

Footer Block

212x212

\$200 /yr

Home Page only

Footer Block

212x212

\$200 /yr

Home Page only

Footer Block

212x212

\$200 /yr

Home Page only

Footer Block

212x212

\$200 /yr

Home Page only

Banner 960x80 \$250/year

Non Home Page Only. You choose page.

Secondary Banner 960x80

Only offered on Sponsor Page for Gold Level Sponsor

One Full Page ad is reserved for a platinum level sponsor and will be placed as a click through between the home page and a list of upcoming training tracts. This sponsorship may be split by cooperating advertisers.

One Half Page ad is reserved for Gold Level Sponsors and will be placed on our Command Conference Page. This can also be split by cooperating advertisers.

Sponsorship Benefits re: Web Ad Space

More benefits are available at the Conference. See the Vendor Information sheet and Pledge Form.

Platinum Level Sponsorship:

- Home Page Banner
- Primary Sponsor Page Banner 960x160
- Full Page ad on Upcoming Training Tracts Page

Gold Level Sponsorship:

- Home Page Footer Block
- Secondary Sponsor Page Banner
- ½ Page ad on Command Conference Page

Silver Level Sponsorship:

- 1 Skyscraper ad on page of your choosing (except Home)
- Island Ad on Sponsor Page

Bronze Level Sponsorship:

- Square ad on Sponsor Page
- Logo placement as needed

Donor:

- Mini-Block ad on Sponsor Page

Trainers/Instructors:

- ¼ Page ad on Photo Gallery following conference
- Skyscraper ad on training announcement Page

All ads should be submitted in JPG, GIF, PNG, or HTML formats.

Skyscraper

160x480

\$100 / yr

Single page of your choosing.

Not available on Home Page

Square

160x160

\$50 / year

Not available on Home Page

