



## APA Web Site Advertising Rate Card

Advertising rates effective March 1, 2014. **(All rates are net)**  
APA is pleased to offer several advertising options on our web site,  
[www.azproduction.com](http://www.azproduction.com).

APA's online production guide is a comprehensive resource for film, video and television industry professionals and support services in Arizona, and is the state's ONLY online source of verified listings. The APA website and online Production Guide is available 24/7 around the world for ad agencies, production companies, film offices, industry events, etc.

ALL ads appear in rotation with other ads purchased for the same position up to a maximum number of three ads per spot on the Home Page and five ads per spot on all other pages. The minimum run time for ads is three (3) months, with the exception of the News/Events section.

Take advantage of this great resource by purchasing *your* online ad(s) today!

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### Home Page Rates

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SILVER Position – Bottom of Page, left or right side                      \$ 100 per month; \$1,000 per year

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### News/Events Page Rates

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GOLD Position – Top of Page    \$ 50 per month; \$ 600 per year  
SILVER Position – Bottom of Page, left or right side                      \$ 35 per month; \$ 420 per year

NOTE: APA lists industry-related events on this page for free (upon APA approval). Event-related advertising for listed events can be purchased to start running up to three months prior to the event. Ads will be removed from the site after the event has passed.

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### Online Production Guide Page Rates

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GOLD Position – Top of Page    \$ 50 per month; \$ 480 per year  
SILVER Position – Bottom of Page, left or right side                      \$ 25 per month; \$ 240 per year

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### Locations Pages Rates

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GOLD Position – Top of Page    \$ 50 per month; \$ 480 per year  
SILVER Position – Bottom of Page; left or right side                      \$ 25 per month; \$ 240 per year

NOTE: An ad purchased in this section will appear on ALL 15 pages within the Locations section of the web site.

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### Advertise & Join Page Rates

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SILVER Position – Bottom of Page, left or right side                      \$ 40 per month; \$ 400 per year

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### Resources Page Rates

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SILVER Position – Bottom of Page, left or right side \$ 25 per month; \$ 240 per year

NOTE: An ad purchased in this section will appear on ALL of the sub pages within the Resources section of the web site.

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### About & Contact Page Rates

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SILVER Position – Bottom of Page, left or right side \$ 25 per month; \$ 240 per year

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### AD Specifications

GOLD Position Ads – 858 (W) x 105 (H) Pixels

SILVER Position Ads – 548 (W) x 105 (H) Pixels

File Format: JPG or GIF file compressed for the Internet

### Important Information

Advertisers are responsible for supplying artwork that meets the ad specifications outlined above. The APA does not create web ads for advertisers.

The minimum term for a web ad contract is **three (3) months** (except for the News/Events section).

### Web Site Advertising Standards

All Ads must accurately and tastefully describe the advertiser.

If services or discounts are offered within the advertisement, they must be readily available at the advertised price.

Salacious, deceptive or misleading advertising will not knowingly be accepted. Ads will be removed from the site upon receipt of complaints if the complaints are deemed justified by APA and no refunds will be issued for the duration of the contract.

Web advertisers do not need to be members of APA. However, ads for production-related services cannot conflict with products or services offered by APA members.

### Advertising Sales Manager

To sign up for advertising on APA's web site, contact Traci Langston at 480-345-6464, 602-488-3153 or via e-mail: [sales@azproduction.com](mailto:sales@azproduction.com). Once you've completed your ad contract, FAX it to APA at 480-941-2557 or mail it to the address below. Final payment and artwork must be received prior to any ad being posted.