



**EDGE Media Group/Western Media LLC**  
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## DIGITAL ADVERTISING INSERTION ORDER

- January     February     March     April     May     June  
 July     August     September     October     November     December

### AD TYPES (Check all that apply.)

#### Online Advertising @ opedge.com

- Patron Sponsorship  
 Top Banner Ad    Link ads to \_\_\_\_\_  
      Add Flash     Add Video Roll  
 Roadblock Ads    Link ads to \_\_\_\_\_  
      Add Flash     Add Video Roll  
 Tile Ads    Link ads to \_\_\_\_\_  
      Add Flash     Add Video Roll  
 Product Directory Highlights  
 Products & Services Featured Directory Listings    Categories \_\_\_\_\_  
      Featured Videos    Link ads to \_\_\_\_\_

#### EDGE Direct E-newsletter

- Sponsorship  
     (Top Banner Ad + Skyscraper Ad + Sponsored Story)    Link ads to \_\_\_\_\_  
 Premium Placement Ads  
     (Featured Product Ad or Tall Building Ad)    Link ads to \_\_\_\_\_  
 Tile Ads    Link ads to \_\_\_\_\_  
 Classified Ads     Calendar Ads

Date to begin ads _____ <input type="checkbox"/> Run until further notice Date ad expires _____	Special instructions:
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### BUSINESS CONTACT INFORMATION

Company Name \_\_\_\_\_  
 Contact Name/Title \_\_\_\_\_ Email \_\_\_\_\_  
 Accounts Payable Contact \_\_\_\_\_ Email \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Country \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_  
 Website \_\_\_\_\_ Business EIN \_\_\_\_\_

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

Credit Card (check one)     Visa     MasterCard    PO# (if applicable) \_\_\_\_\_  
 Credit Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_  
 Name on Card \_\_\_\_\_ CVC# \_\_\_\_\_

### 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, and that my ad will not run until I receive confirmation that this form was received.
- All invoices are to be paid within 30 days of the invoice date. U.S. funds only.
- I authorize Western Media LLC to process payment against the above credit card, if provided.
- Cancellation of all digital ads/contracts requires a 30-day written notice.

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

# MECHANICAL REQUIREMENTS

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## PATRON SPONSORSHIP

- Logo in the Patron Sponsorship area of the opedge.com homepage and in the Product Directory.
- 10,000 impressions per month in the Highlights section.
- Unlimited listings in the Product & Services Directory.
- Search engine inclusion.
- Roadblock and tile ads.
- Web address to which the ads should link.

## TOP BANNER ADS

- 728 pixels wide x 90 pixels tall, 100 KB maximum ad size. Send animated GIF for flash animation.
- Web address to which the ads should link.

## ROADBLOCK ADS

- 300 pixels wide x 250 pixels tall, 100 KB maximum ad size (except video roll). Send animated GIF for flash animation.
- Web address to which the ads should link.

## TILE ADS

- 180 pixels wide x 150 pixels tall, 60 KB maximum ad size.
- Send animated GIF for flash animation.
- Web address to which the ads should link.

## PRODUCT DIRECTORY HIGHLIGHTS

- Web address (your homepage or a specific page within your site).
- Image = 64 pixels x 64 pixels (logo or product image).
- Title = 40 characters.
- Product description = 70-100 characters.
- Web address to which the ads should link.

## FEATURED VIDEOS

- AVI file.
- 15-30 seconds.
- Web address to which the ads should link.

## PRODUCTS & SERVICES FEATURED DIRECTORY LISTINGS

- Company name.
- Company description (100 words or less).
- Address.
- Toll-free phone, local phone, fax.
- Website.
- Email.
- Online shopping website address.
- Social media addresses (Facebook, Twitter, LinkedIn, YouTube).
- Company logo. Color, high resolution 300 dpi.
- Category options. (Visit [www.opedge.com/products](http://www.opedge.com/products) to view the category options available.)

## Monthly E-newsletter

### SPONSORSHIP

- Top banner ad. 468 pixels wide x 60 pixels tall, 100 KB maximum ad size.
- Web address to which the ad should link.
- Skyscraper ad. 160 pixels wide x 600 pixels tall, 100 KB maximum ad size.
- Web address to which the ad should link.
- Sponsored story. 250-500 words. 25-word preview in *EDGE Direct* with a link to the rest of your story on opedge.com, including a free tile ad for that month.

### PREMIUM PLACEMENT ADS (two types available to choose from)

#### Featured Product Ad:

- 50 words and a color photo or logo, high resolution 300 dpi, showcasing your new product with a link to your website.

#### Tall Building Ad:

- 160 pixels wide x 450 pixels tall.
- Web address to which the ads should link.

### TILE ADS

- 180 pixels wide x 150 pixels tall.
- Web address to which the ads should link.

### CLASSIFIEDS AND CALENDAR ADS

*See the Classifieds & Calendar Insertion Order for more details.*

## DIGITAL 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.

Only U.S.-issued checks or credit cards are accepted for orders outside of the U.S.

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

**POSITIONS AND CHANGES:** *The O&P EDGE* will make every attempt to honor online ad position requests but reserves the right to adjust positions should conflicts arise. Under no circumstances will changes be made by the publisher to the content or design of any advertisement without written consent from the advertiser.

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## CONTACT

Questions and ad materials should be sent to:  
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Email: [sales@opedge.com](mailto:sales@opedge.com)

