

BAC Advertising Rates & Specs

Reach a wide variety of potential customers by advertising on the high-traffic BAC website, currently receiving:

- **Over 96,750** (actual number is 96,740) **page views a month on entire website**
- **Over 25,000** (actual number is 25,027) **visitors a month to homepage alone**

AD OPTIONS

BAC Home Page (appears only on home page)

Banner Ad:

\$425 per month (0.017 per click)

Ads will run in rotation with maximum of 4 or 5 other advertisers, 10 second spots, maximum file size 20kbs

Size: 500 x 60 pixels; maximum file size 20kbs (*Depending on the specs for our new website*)

Entire Website Ads (appear on most web pages except home page)

Top Banner

Ads will run in rotation with maximum of 4 or 5 other advertisers, 10 second spots, maximum file size 20kbs

Size: 468 x 60

\$325 per month



468 x 60

Lefthand Side Ad:

Ads will run in rotation with maximum of 4 or 5 other advertisers, 10 second spots, maximum file size 20kbs

Size: 120 x 180 pixels

\$120 per month



120x180

Size: 120 x 120 pixels

\$100 per month



Size: 120 x 60 pixels
\$80 per month



Coordinate your web ad with other BAC Publications for even more advertising impact. (For more information on BAC publication options contact the BAC.) To order a website ad, contact the web ad sales manager, Mike Nix at BAC, 773.445.3838, e-mail mike@beverlyartcenter.org
Subject line: Online Advertising

Discounts and Policies

Priority of Placement:

Advertisers contracting to at least 6 consecutive months per year receive priority in requests for ad positions for web ads.

Frequency Discounts:

%5 discount for 6 month placement, %10 discount for 12 month placement

Website Ad Policies:

All website advertising is subject to BAC's approval before acceptance. BAC reserves the right to reject an ad that it feels detracts from the image of BAC, or competes with BAC products or service; or is offensive to BAC members and audience, or makes derogatory or offensive statements, or detracts from the mission of BAC.

Terms:

All payments are to be paid in full no later than 14 days after ad begins. All new advertisers need ½ of deposit before the ad is placed on the BAC website.