



2012 PDA Connector Banner Ad Insertion Order Form

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www.pda.org

I. Billing Information

Company Name: _____ Contact : _____

Address: _____

City/State/Zip/Country: _____

Phone: _____

Fax: _____

Email: _____

Company URL: _____

II. Publication Information

Please check month(s) of choice:

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

Please check issue(s) of choice:

☐ Week 1 ☐ Week 2 ☐ Week 3 ☐ Week 4

Advertising Rates

☐ 1X (US \$750) ☐ 2X (US \$1,400) ☐ 4X (US \$2,600) ☐ 12X (US \$6,600) ☐ 24X (US \$9,600)
☐ 48X (US \$14,400)

Company Link to Logo: ☐ Yes ☐ No

Special Instructions: _____

Requirements: 50 kb (gif or jpeg format); 180 pixels wide by 150 pixels deep; no animation; can link to your company website
Advance payment is required prior to release of publication. A signed insertion order is a binding contract. See media kit for
cancellation policy. Rates are based on the net rate and are subject to change. Insertion order and artwork are due the Friday
before the publish date. The PDA Connector is published every Wednesday.

Guarantee of Payment:

Please choose a payment type and purpose: American Express ☐ MasterCard ☐ VISA ☐

PURPOSE: Pay the Balance Due on Invoice ☐ Credit Card Guarantee Only ☐

Total amount _____

Account Number _____ Exp. Date _____

Name (exactly as it appears on card) _____

Signature _____

Billing address _____

City State Zip _____

Country _____

By submitting this insertion order it is understood and agreed that PDA will receive full payment within net 30 days from the date of invoice for services rendered. However, in the event that payment is not received within the agreed payment terms; the credit card provided will be charged for the balance due in full at net 45 days or later of invoice date. In addition, PDA reserves the right to assess a 2% late fee in addition to the balance due at net 45 days or later and include this amount in the balance charged to the credit card on file. Please send to: Alison Caballero at caballero@pda.org or by fax at 301-986-0296.