



PDA Web Banner Ad Insertion Order Form

4350 East West Highway, Suite 150 Bethesda, MD 20814, USA
Tel: +1(301) 656.5900 • Fax: +1(301) 986-0296
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:

Each banner ad will run for one month

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

III. ADVERTISING RATES

Ad Type	1X	3X	6X	10X	12X
Home Page Banner Ads	\$2,500	\$7,000	\$14,000	\$23,500	\$26,000
Internal Page Banner Ads	\$1,500	\$4,000	\$8,000	\$13,500	\$15,000

Prices are in US dollars.

Special Instructions: _____

PDA Web banner ads are 125 pixels wide by 125 pixels deep; JPG or GIF file with no animation, 20kb maximum file size. Advance payment is required.

Payment Method:

Total Payment Amount: \$ _____ Check (in US dollars only). Please make check payable to:

PDA, Inc.
P.O. Box 79465
Baltimore, MD 21279-0465

Credit Card (circle one):

VISA MasterCard/Euro card AMEX

Card #: _____ Expiration Date: ____/____/____

Full Name: _____

Signature: _____

Billing Address (if different from above): _____

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.