

ArkMed.org Advertising Rates

Permanent Banner Ad

180 x 60 pixels

Resolution = 72



3-month Contract = \$1,800 (\$600 per month)

6-month Contract = \$3,300 (\$550 per month)

12-month Contract = \$6,000 (\$500 per month)

** 12-month Contracts also will receive 5 free rotating banner ads per month*

Rotating Banner Ad

466 x 60 pixels

Resolution = 72 dpi



80 Total possible rotations:

40 rotations possible on Public Side

40 rotations possible on Member Side

3-month Contract = \$300 (1 rotation @ \$100 per month)

6-month Contract = \$600 (1 rotation @ \$100 per month)

12-month Contract = \$1,200 (1 rotation @\$100 per month)

Rates & Specs

A contract is required on all advertisements, with a minimum of three months. Cancellation orders must be received 14 days before the ad is to appear. Advance payment is required for first-time advertisers. Advertisers will be billed according to a rate determined between ArkMed.org and the advertiser.

Banner Ads for ArkMed.org should be submitted in GIF or JPEG format. The maximum file size is 20K and animations must be approved by the webmaster. The advertiser will be billed for any necessary alterations or conversion of artwork at the rate of \$35 per hour, with a minimum one-hour charge. ArkMed.org reserves the right to revise rates on 60-day written notice.

General Information

[ArkMed.org](#)

There are two sides to the ArkMed.org website - *Public and Members*. The *Public* side is available for anyone to view and the *Members* side is password protected for AMS members and staff.

The new ArkMed.org website has seen tremendous success since its implementation on Jan. 10, 2003. In the past year, an average of 1.000 people login to either side of the AMS website each month. AMS has received great compliments from Members and the public alike regarding the new and improved look, feel, content and offerings of the website.

Permanent and Rotating Ads

- Permanent banner ads are fixed on nearly every page of the website and are located just below the navigation menu on the left side of the page. These ads do not rotate and will be sold on a first come, first serve basis. Only three are available on the website.
- There are 40 rotating spaces available on both the Public and Member side of the website (for a total of 80 rotating banner ads available on the entire website). Each time a page is refreshed or a new page is visited, the rotating banner ad will change. For example, a purchase of ten rotating banner ads will mean that your ad is seen on average one of every four times a page is refreshed or a new page is visited.

Inquiries & Deliveries

All inquiries concerning online advertising should be directed to: Courtney Fant, Arkansas Medical Society, P.O. Box 55088, Little Rock. AR, 72215-5088; (501) 224-8967; FAX: (501) 224-6489; email: Courtney@arkmed.org.

All banners must be received at least 5 business days prior to placement Banners should be sent via email to Courtney@arkmed.org. Timeframes are subject to change based on any technical difficulties.

Advertising Approval

ArkMed.org reserves the right to reject any and all advertisements. All advertising is subject to copy clearance. ArkMed.org reserves the right to modify advertisements containing statements or illustrations that are extravagant, offensive or not accepted by the advertising committee.