MeasureIT Advertising Insertion Order

CMG Use Only
Start Date : _____
End Date: _____

General Information:

1. Complete this form and return to the address listed at the bottom of this form with a check made payable to Computer Measurement Group, Inc. or fax with your credit card information.
2. Email an electronic file of the advertisement to webmaster@cmg.org. Please also submit at that time the 25 word max. alt text *(this is the text that appears when the mouse is held over the banner ad)* and the hyperlink for the banner.
3. The approval process averages five working days for the Secretary of the CMG Board of Directors to approve.
4. If your advertisement needs changes you will be notified directly by CMG Headquarters or the CMG Secretary.
5. In order to process your request CMG must receive this completed and signed form along with payment.
6. MeasureIT averages around 9,500 subscriptions at any given time.

Company: _____
Contact: _____ e-mail: _____
Phone: _____ Fax: _____
Address: _____
City: _____ State: _____ Zip Code: _____

Banner Advertising

When purchasing an *Exclusive Banner Advertisement* you receive the following:

- A banner advertisement that appears at the top of all current and past MeasureIT articles and is guaranteed to run a minimum of 21 days and a maximum of 30 days.
- A sponsor logo link on the MeasureIT home page.
- A 75 word announcement with a link, written by the sponsor and approved by CMG that will be inserted in the "Issue Announcement Email" that is sent to all subscribers as well as CMG past & present members.

When purchasing a *Non-Exclusive Banner Advertisement* you receive the following:

- A banner advertisement that randomly rotates between sponsoring companies at the top of all current and past MeasureIT articles and is guaranteed to run a minimum of 21 days and a maximum of 30 days.
- A sponsor logo link on the MeasureIT home page.

****Banner Ad Specifications:** ***The ad size must be 468 x 60 pixels and in GIF or JPG format.*****

Pricing:

Number of issues sponsoring	**Exhibitors**	**Non-Exhibitors**
___ Exclusive Banner Ad(s)	❑ $1,000.00	❑ $5,000.00
___ Non-Exclusive Rotating Banner Ad(s)	❑ $ 500.00	❑ $2,000.00

TOTAL: $_____

Your signature below signifies your agreement to purchase the above advertisement and abide by all guidelines set by Computer Measurement Group (CMG).

Signature: _____ Printed Name: _____

Title: _____ Date: _____

Method of Payment: ❑ Check payable to: CMG *(must be in US dollars drawn on a US bank)*
❑ Visa ❑ MasterCard ❑ American Express

Acct. #: _____ Exp. Date: _____
Name on Card: _____ Zip Code of billing address: _____
Signature: _____
Signature of cardholder signifies authorization to charge credit card account

Fax credit card orders to: 856-401-1708

Mail orders with payment to:
Computer Measurement Group
PO Box 8500-5545
Philadelphia, PA 19178-8500

1-800-4 FOR CMG ♦ 856-401-1700

www.cmg.org