

# Launch Your AD

A stylized illustration of a white rocket ship with a blue nose cone and a red flame at the base, launching from a small globe of the Earth. The globe shows green continents and blue oceans. The rocket is angled upwards and to the right, with a trail of small white dots behind it, suggesting motion.

**The ESOP Association is Now Offering  
Advertisements through Our Website**

**[www.esopassociation.org](http://www.esopassociation.org)**

Let us help you  
promote your business

by placing your **Advertisement here....**

**[www.esopassociation.org](http://www.esopassociation.org)**

is now offering advertisement space on the homepage,  
section pages and on each ESOP Expert category page.

We are offering you an opportunity to gain even greater exposure to  
all of those in and out of the ESOP/employee ownership community.

**In 2012**, over 100,000 individuals will visit  
**[www.esopassociation.org](http://www.esopassociation.org)**. These visitors  
will be registering for conferences, seminars  
and the trade show, signing up for Association  
memberships, current members will be renewing  
their memberships online, many will be learning  
through the “ABCs of ESOPs” interactive learning  
module and many will be visiting to learn more  
about employee ownership through ESOPs.  
Make sure they see you too! Advertise today!

**Launch  
your  
AD**

### **Website Facts:**

Over 150,000 Visitors\* Per Year

Over 1,500,000 Hits\*\* Per Year

Most Popular Sections (In order of popularity):

- Home Page
- About ESOPs
- ESOP Experts
- Meetings
- Membership
- Yellow Pages

**Don't Miss This Opportunity —  
Only 18 Spots Available on a Quarterly Basis!**

\* Visitor – The IP address, domain name, or cookie of the visitor.

\*\* Hits – Number of hits attributed to the specified visitor. Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

# Advertisement Space Availability, Rates & Specifications\*

Artwork Format  
JPG, TIF, GIF ONLY

## HOMEPAGE ADVERTISEMENT

Advertisements on the Association's homepage measure 180 pixels x 150 pixels in size at 72 dpi. The cost for the homepage advertisement is \$2,200 per quarter. The homepage advertisement is a static advertisement. All website advertisements are full color. A link will be provided from the advertisement to the advertiser's website.

Homepage advertisement space will be available four times during the year based on a quarterly basis (one advertisement per quarter):

January – March      July – September  
April – June          October – December

## SECTION ADVERTISEMENTS

Section advertisements are available in the six following sections:

About ESOPs      ESOP Experts  
Membership      Resources  
Meetings          Yellow Pages

Advertisements on the Association's section pages measure 120 pixels x 240 pixels in size at 72 dpi. The cost for the section page advertisements is \$1,575 per quarter, per advertisement. The section page advertisement is a left navigation advertisement and is a static advertisement. A link will be provided from the advertisement to the advertiser's website.

Section page advertisement space will be available four times during the year based on a quarterly basis (one advertisement per section, per quarter):

January – March      July – September  
April – June          October – December

## ESOP EXPERTS CATEGORY ADVERTISEMENTS

ESOP Experts Category advertisements are available in the twelve following categories:

Accounting      Repurchase Obligation-Forecasting & Funding  
Administration      Rollover 1042  
Communication      Software  
Feasibility & Design      Trustee & Fiduciary Services  
Financing      Valuation  
Legal      General Business Consulting

Advertisements on the Association's ESOP Experts category advertisements measure 234 pixels x 60 pixels in size at 72 dpi. The cost for the ESOP Experts category page advertisements is \$900 per quarter, per advertisement.

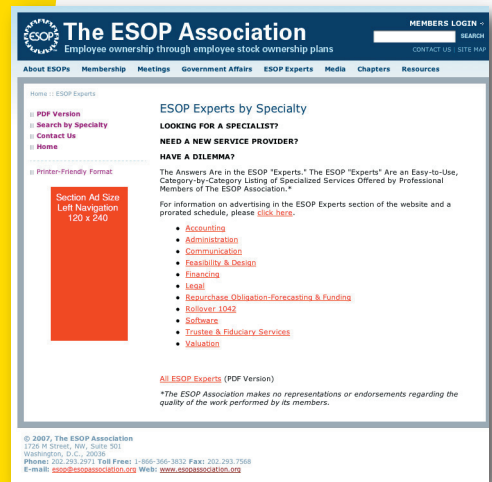
The ESOP Experts category page advertisement is a top of page advertisement and is a static advertisement. A link will be provided from the advertisement to the advertiser's website.

ESOP Experts category page advertisement space will be available four times during the year based on a quarterly basis (one advertisement per category, per quarter):

January – March      July – September  
April – June          October – December

### \*Please keep the following in mind:

- Paid advertising space on The ESOP Association's (TEA) website is available exclusively to members of TEA.
- Ads will run on a "first-come, first-serve" basis.
- Ads received after the deadline will not be posted.
- Payments must be rendered in advance to reserve space – **no exceptions.**
- TEA reserves the right to reject any ad that does not meet the standards to which our members are accustomed. (This includes the use of company names that are not members of TEA.)
- TEA reserves the right to reject any ad that is not in line with its vision and mission.
- All ads must be submitted in an electronic format having a resolution of no more than 72 dpi. All ads must be submitted electronically in one of the following formats: JPG, TIF, GIF. Ads can be sent to [marketing@esopassociation.org](mailto:marketing@esopassociation.org).
- TEA cannot create ads for advertisers.
- TEA staff cannot change the "resolution" of an image or an ad once it is submitted. If a low-res image or ad is submitted, it will appear as low-res. Please make sure what you submit is what you want posted to the website.



# LAUNCH YOUR AD



(Please Print Legibly)

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Tel \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_ Web \_\_\_\_\_

Please identify which area you and your company would like your advertisement placed:

**Homepage / \$2,200 per advertisement**

- Quarter:                       January – March – Deadline December 23, 2011  
    April – June – Deadline March 16, 2012  
    July – September – Deadline June 15, 2012  
    October – December – Deadline September 14, 2012

**Section Page / \$1,575 per section:**

- About ESOPs    Membership    Meetings    ESOP Experts    Resources    Yellow Pages
- Quarter:                       January – March – Deadline December 23, 2011  
    April – June – Deadline March 16, 2012  
    July – September – Deadline June 15, 2012  
    October – December – Deadline September 14, 2012

**ESOP Experts Category / \$900 per category:**

- Accounting    Administration    Communication    Feasibility & Design    Financing  
 Legal    Repurchase Obligation-Forecasting & Funding    Rollover 1042    Software  
 Trustee & Fiduciary Services    Valuation    General Business Consulting
- Quarter:                       January – March – Deadline December 23, 2011  
    April – June – Deadline March 16, 2012  
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    October – December – Deadline September 14, 2012

VISA/MC/AMEX Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Amount \_\_\_\_\_ Signature \_\_\_\_\_

**OR**, Check enclosed payable to “**The ESOP Association**” in the amount of \$ \_\_\_\_\_

Please return this form with payment (check or credit card) to:

The ESOP Association  
Department 5149  
Washington, DC 20061-5149

**Artwork should be sent electronically to [marketing@esopassociation.org](mailto:marketing@esopassociation.org) (JPG, TIF or GIF files only)**

**Questions?**

Contact Lisa R. Betts or Amy Gwiazdowski at (202) 293-2971 or toll free 1 (866) 366-3832 or send an email to [marketing@esopassociation.org](mailto:marketing@esopassociation.org)

