

Choice Reviews Online

2010 Advertising Contract

To advertise on *Choice Reviews Online*, simply mail or fax this form to Pam Marino, Advertising Department, 575 Main Street, Middletown, CT 06457, fax 860-346-8586. Reservation deadline is the 1st of the month, and materials deadline is the 10th of the month, 1 month prior to release date.

1. Fill out the contact information.
2. Circle the ad slot you are purchasing for the Site ads and/or the Newsletter ads.
3. Write the month(s) you would like your ad to appear on *Choice Reviews Online*.
4. Include the URL to link to your online ad.

Date _____ Company _____

Address _____

Phone _____ Fax _____ E-mail _____

Print Name & Signature _____

SITE ADS

Rotating Ads

Circle Position

SLOT A Upper Banner
SLOT B Upper Vertical
SLOT C Lower Vertical
SLOT D Lower Banner

Frequency _____

Issue(s) _____

NEWSLETTER ADS

1 Space/Issue - Sent Monthly

Circle Position

SLOT A Upper Banner
SLOT B Upper Vertical
SLOT C Lower Vertical
SLOT D Lower Banner

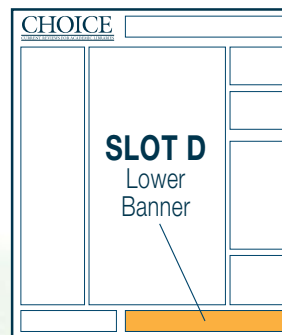
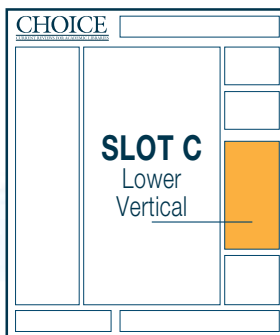
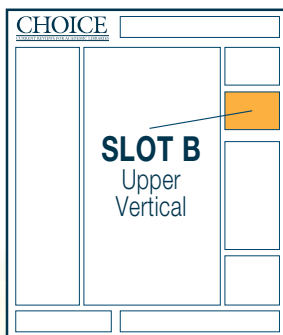
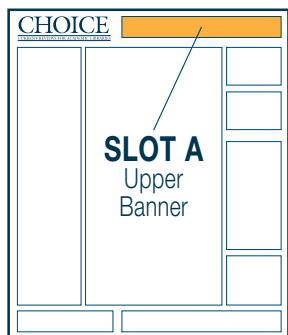
Frequency _____

Issue(s) _____

URL to Link to Ad (Free of Charge with Online Ad Contract) _____

To Submit Your Choice Reviews Online Advertisement:

Electronic files should be submitted via e-mail to pmarino@ala-choice.org. Files must be sent one week prior to the ad campaign start date.



Terms and conditions: All advertising is subject to the publisher's approval. Advertisements are accepted and published entirely on the consideration that the advertiser and its agency, jointly and severally, will indemnify and hold harmless *Choice*, its officers, agents, and employees against any claims or suits based upon any aspect of an advertisement. Payment in full is required of first-time advertisers at the time reservations are made. All space reservations and cancellations must be submitted in writing. Frequency discounts are available.



FOR MORE INFORMATION, contact Pam Marino at pmarino@ala-choice.org, call 860-347-1387, or visit www.ala.org/acrl/choice.