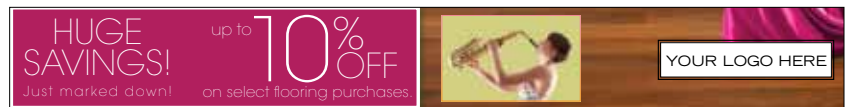


Display Advertising

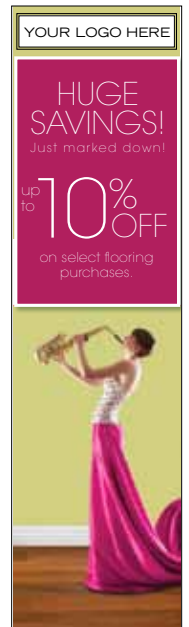


As a complement to Search Engine Marketing (SEM), display advertising, also referred to as “banner” advertising, is another key component of online advertising. Display advertising appears on the internet in the form of graphic banners. Graphic banners promote your exclusive offers and attract quick, relevant traffic to your website or a promotional landing page. Banners require a professional web designer and vary in size and consist of your logo, text, and images. For competitive pricing, WFCADirect has partnered with a variety of online ad networks. Ad networks and publishers place your banner ads on key websites. The networks negotiate for real estate on various web pages to bring publishers and advertisers together, enabling your ad to appear on many different relevant sites through one ad buy.



Creative Department

In order to choose the most impactful ad for your display campaign, one must consider many factors before getting started. The complexity of your ad campaign will largely determine the type of creative that is used as well as amount of the creative fee. When developing creative, designers must be aware of brand, product and model as well as file size! WFCADirect uses urgent call-outs along with high quality, engaging product imagery to stimulate the consumers’ imagination and desires. The three (3) most commonly used display sizes are — leaderboard, skyscraper, and rectangle. WFCADirect will provide creative that is professional and original at a special rate of \$99 creative fee for all members.



Platform and Price

Since results and pricing differ from market to market, WFCADirect has partnered with a variety of online ad networks to secure competitive pricing for our members’ ads. To avoid guesswork we utilize a networks’ technology using historical data as a resource to provide you a campaign budget. Since competition varies from market to market, display advertising costs fluctuate as well. Display ads start as low as \$1,500 a month with average spends of \$3,000.

To learn more about Display Advertising please contact
Delcie Ledyard at WFCADirect
delcie@wfcadirect.org or by phone at **1-800-399-9723**



Display Advertising

Order Form



Please complete form then **fax** to **916-848-0462**

1. Member Information

MAIN CONTACT INFORMATION

| | | | |
|---------------|--|------------|--|
| Business Name | | | |
| Contact Name | | | |
| Address | | City | |
| | | State | |
| Phone / Fax | | Zip/Postal | |

| | | | | | | | |
|--------------------|-------------------------------|-------------------------------------|-----------------------------------|-----------------|--|---------------|--|
| Credit Card Number | | | | | | | |
| Type: | <input type="checkbox"/> Visa | <input type="checkbox"/> Mastercard | <input type="checkbox"/> Discover | Expiration Date | | Security Code | |

(3-Digit Code, back of card)

2. Order Summary

| Target Start Date: _____ | Target End Date: _____ | | |
|----------------------------------|------------------------|--------|-------|
| PRODUCT / SERVICE | SPEND / Mo. | MONTHS | TOTAL |
| Network Budget Recommendation | | | |
| Campaign Design Fee | | | |
| Campaign Set-Up Fee | | | |
| Campaign Management Fee | | | |
| Campaign Destination Page Set-Up | N/C | | |
| Other (_____) | | | |
| TOTAL | | | |

3. Billing Information & Terms (Initial Each Box Below)

| | |
|---------|---|
| X _____ | Advertiser understands that payment in full is required for the first month's campaign media, campaign management/tracking fees, and any and all set-up fees are due before the campaign will be scheduled to go live. |
| X _____ | Advertiser agrees that, in the event Advertiser cancels all or any part of the campaign contemplated in this insertion order prior to its agreed upon end date, the full amount due under this insertion order will be immediately due and payable. If paying by credit card, Advertiser's credit card will be charged such amount, unless this insertion order has been pre-paid in full, in which case Advertiser will forfeit any unused portion of the pre-payment. |

4. Authorized (Sign Below)

Signature _____ Date: _____

To learn more about Display Advertising please contact
Delcie Ledyard at WFCADirect
delcie@wfcadirect.org or by phone at **1-800-399-9723**

