



# WEBSITE BANNER ADS

## 2010 Advertising Information

### VPCGA Website Banner Ads

On average our website [www.vpcga.com](http://www.vpcga.com) receives over 2,200 visits and total hits of 10,500 each week. In the recent past some members have asked about advertising on the site and that change was recently adopted by the VPCGA Board of Directors. Beginning August 1<sup>st</sup> we will be offering up to three advertisements per month on the homepage as well as our most viewed page, the reference section. It is anticipated that these advertisements will be used to highlight a special promotion or sale, perhaps one that is exclusive to VPCGA members. The advertisements will then be linked to your site for full details. We are excited about this new opportunity to serve our membership and hope that you will take advantage of this offer which is available on a first come, first served basis.

#### Availability:

Home Page - 3 banner ads available per month (\$400 - volume discounts available)

Reference Page - 3 banner ads available per month (\$300 - volume discounts available)

Months will be assigned on a first-come, first-paid basis. The number of banner ads is limited, so please reserve your spot as soon as possible.

#### Volume Advertising Rates

Volume orders must be placed at one time to take advantage of the discounted rates.

##### Home Page Rates:

1-2 months = \$400 each

3-5 months = \$375 each

6+ months = \$350 each

##### Reference Page Rates:

1-2 months = \$300 each

3-5 months = \$275 each

6+ months = \$250 each

#### Banner Specifications:

Your banner ad should be designed at a maximum of W-468 pixels x H-60 pixels, and file size no larger than 30K (.jpg file needed)

#### Include a Link to Your Website:

You may include a link to your own website to be placed on your ad. Please be sure to include your website link address in your banner ad .jpg file or request it be added to your image in your email when you send us your ad!

#### Deadline:

Your ad and website link should be emailed to VPCGA 15 days prior to the month you will be advertising. ([elizabeth@vpcga.com](mailto:elizabeth@vpcga.com))

Please fill in the Banner Ad Request Form on the next page in order to reserve your spot on the VPCGA website.

Questions? Call (804) 282-7534



# WEBSITE BANNER ADS

## 2010 Advertising Form

Full payment or a Temporary Credit Card Authorization Form (attached) must be received with this completed form to reserve ad space.

### Banner Ad Request Form

Member Name: \_\_\_\_\_

Member Company: \_\_\_\_\_

Address: \_\_\_\_\_

Tel: (\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_) \_\_\_\_\_ Email: \_\_\_\_\_

Yes, I would like to place a Banner Ad on the VPCGA website!

Volume orders must be placed at one time to take advantage of the discounted rates.

Home Page Rates:

1-2 months = \$400 each  
3-5 months = \$375 each  
6+ months = \$350 each

Reference Page Rates:

1-2 months = \$300 each  
3-5 months = \$275 each  
6+ months = \$250 each

\_\_\_\_ Months on the Home Page at \$\_\_\_\_ each for a total of \$\_\_\_\_\_.

\_\_\_\_ Months on the Reference Page at \$\_\_\_\_ each for a total of \$\_\_\_\_\_.

Preferred Month:

First available

Other (list first choices): \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_  
\_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_

Ad and website link address should be emailed to [elizabeth@vpcga.com](mailto:elizabeth@vpcga.com) 15 days in advance of the month you are advertising.

Payment Options:

Payment can be made by check made payable to VPCGA or by credit card. Please print legibly.

A check is enclosed.

Amount enclosed/to be charged: \$\_\_\_\_\_

Reference the attached Temporary Credit Card Authorization Form.

(check due in 2 weeks)

Please charge my credit card:

Acct #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ Code: \_\_\_\_\_

Name on card: \_\_\_\_\_ Signature: \_\_\_\_\_

Send Completed Form and Payment to:  
VPCGA - 7275 Glen Forest Drive, Ste. 204, Richmond, VA 23226  
(804) 282-7534 or Fax (804) 282-7777



# CREDIT CARD AUTHORIZATION FORM

## Temporary Credit Card Authorization Form

Use this form if payment is not included with your form. It will, however be charged for the full amount due if payment is not received within two weeks of submittal.

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

If payment is not received within two weeks of submitting the form, I authorize the following credit card to be charged for the amount due.

### Credit Card Info

Amount to be charged: \$ \_\_\_\_\_ Today's Date: \_\_\_\_\_

Acct.# \_\_\_\_\_ Exp. Date: \_\_\_\_\_ Code: \_\_\_\_\_

Name on card: \_\_\_\_\_

Signature: \_\_\_\_\_

Questions?

Contact Elizabeth Zyglocke

Virginia Petroleum Convenience & Grocery Association

(804) 282-7534

elizabeth@vpcga.com

7275 Glen Forest Drive, Ste. 204

Richmond, VA 23226

Fax (804) 282-7777