

NCLA Website Advertising Rates

The North Carolina Library Association is pleased to offer you the opportunity to advertise your products and services on our Website at <http://www.nclaonline.org/>. This site is used by our 1,100-plus members, who represent public and academic libraries throughout the state, as well as other individuals, throughout the nation and around the world, who use the site. This advertising opportunity allows you to reach out to current and potential customers through the NCLA website, which averages over 10,000 page views per month.

Advertisements on the webpage are available as follows:

Advertisement space is available at the top of the right-hand navigation column on the NCLA homepage at <http://www.nclaonline.org/> and on other pages of the Website that use the same navigation column. (Placement will be top-down in order of payment date.)

Advertising rates are:

- \$200.00 per month
- \$500.00 per quarter (i.e., three consecutive months)

Advertisements will be run from the first day of the month through the last day of the month following payment or the first day of the quarter through the last day of the quarter following payment.

Payment

Payment must be received at the NCLA office prior to the advertisement being placed on the NCLA Website.

Ad Specification:

- Advertisements must be provided by the advertiser.
- Advertisements will be linked to a Webpage specified by the advertiser.
- All advertisements must be no wider than 162 pixels and no taller than 162 pixels.
- All advertisements must be saved as JPG files. No other file type can be accepted.

To Place an Order:

To place an order, fill out and submit the online form at https://netforum.avectra.com/eweb/shopping/shopping.aspx?site=ncla1&webcode=shopping&cart=0&shops_earch=&shopsearchCat=Miscellaneous or contact NCLA Administrative Assistant Kim Parrott at nclaonline@gmail.com.