

1. **READ** and **VERIFY** information.
2. **PRINT** a copy.
3. **SIGN** and **MAIL** to : Ammoland.com, P.O. Box 465, Manasquan New Jersey 08736
4. **CREATE BANNER AD** and **EMAIL** materials to Brian@ammoland.com . Need help call Brian Johnson 732-673-2652

Advertising Insertion Order Web Banner Ad

Advertiser

Company Name _____
Billing Address _____
City _____ State _____
Country _____ ZIP/Postal Code _____
Phone _____ Fax _____
Contact Name _____
Email _____
Website _____

Agency

Company Name _____
Billing Address _____
City _____ State _____
Country _____ ZIP/Postal Code _____
Phone _____ Fax _____
Contact Name _____
Email _____
Invoice to Advertiser Agency

URL that ad should link to when clicked:

Banner Type Standard Animated

Banner Ad Information: Banner ads are sold on a monthly basis. Banner ads are sold net of agency commission.

Banner Ad Placement: Banner ads run on a rotating basis with a maximum of 3 messages throughout.

Insertion Deadlines: Ads are posted at the beginning of the month, unless otherwise requested. Ads are due one week prior to ad launch date.

Commitment

Number of months _____

Beginning (mm/dd/yyyy) _____

Ending (mm/dd/yyyy) _____

Advertisement authorized by:

Name (print) _____

Signature _____

Company _____

Date _____

By signing above, I acknowledge that I have read and agree to the Publisher's Conditions and Copy Regulations.

Banner Advertisement Types

Name	Size	CPM
Leader Board	728x90	\$10.00
Leader Banner	468x60	\$5.00
Rectangle ATF	300x250	\$12.00
Rectangle BTF	300x250	\$8.00

Placement Impressions Per Month

100,000 Impression

200,000 Impressions

Fixed Placement
(300,000 plus)

Frequency of Placement

1 Month

3 Months (Quarterly)

12 Months (Annual)



Leader Board Specifications

Ad Dimensions: 728 x 90 pixels

File Type: JPEG, Flash, GIF or Animated GIF (limited to three loops)

Maximum File Size: 40kb

Colors: RGB

Submit animated images in a correct format and size.

Animated ads can be formatted as either .GIF and Flash files

Maximum of 3 animation including multiple loops

All animation must be completed in 15 seconds and remain static

All animated ads must be submitted in the full standard format sizes

LeaderBanner: 468 x 60 / 40K

Leaderboard: 728 x 90 / 40K

Rectangle: 300 x 250 / 40K

Button: 125x125 / 20K

Follow our requirements for Flash image ads.

All Flash ads must be submitted in the full standard format sizes

LeaderBanner: 468 x 60 / 40K

Leaderboard: 728 x 90 / 40K

Rectangle: 300 x 250 / 40K

Flash ads must be 40K or smaller in file size.

Animated ads are restricted to a maximum of 15 seconds (at an 18 fps frame rate), after which point they must remain static. These ads must also comply with the other animation policies. All Flash ads must be published for Flash Player version 6-10.

ClickTags: All Flash ads should support the clickTAG variable.

On any click, Flash ads should redirect to the URL specified in the clickTAG argument; there should be no other redirection in between.

The variable name must be spelled 'clickTAG' (upper-case TAG; no space between click and TAG) and not 'click tag,' 'Click Tag,' or any other form.

Flash ads must have an accompanying backup image to comply with IAB guidelines

See Adobe / Flash best practices: http://www.adobe.com/devnet/flash/articles/flash8_bestpractices_10.html

All rich media banner materials must be received at least ten business days prior to the start date for testing purposes.

General Considerations

Rich Media: .GIF alternate must be supplied to accommodate browsers without the Plug-in

Any sound must be user initiated by click, not mouse over.

Ammoland.com must approve all ads

Ammoland.com must approve all promotional copy within banners.

A linking URL (click thru) must be submitted for each ad creative

Publisher's Conditions and Copy Regulations

(Publisher as used in the following refers to Ammoland, LLC, its officers and staff.)

1. All advertising is subject to the publisher's approval. The publisher reserves the right to reject any advertising.
2. The publisher's liability for any error will not exceed the charge for the advertisement in question.
3. The publisher, while taking all care, assumes no responsibility for the inaccurate reproduction of digitally submitted advertisements resulting from improper file preparation, including but not limited to artwork, graphics, color and type.
4. The publisher assumes no liability if for any reason it becomes necessary to omit an advertisement.
5. All advertising orders are accepted subject to the terms and provisions of the current rate card. Orders are accepted subject to change in rates upon notice from the publisher. However, orders may be canceled at the time the change in rates becomes effective without incurring a short-rate adjustment, provided the rate has been earned up to the date of cancellation.
6. Advertisers who do not meet the publisher's credit criteria will be required to lodge a credit card as security for their banner ad insertion orders.
7. Payment terms are net 30 days. Overdue accounts may be charged 11/2 percent per month finance charge or the maximum legal rate of interest allowed by law for all past-due invoices.
8. All prices quoted are net and do not qualify for any agency commissions.
9. In the event of non-payment, the publisher reserves the right to hold the advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher.
10. Verbal agreements are not recognized.
11. In the event of non-payment or other breach, the advertiser and/or its advertising agency shall be jointly and severally liable for reasonable collection costs, including court costs and attorneys' fees. If it becomes necessary to file suit to collect any amounts owed hereunder, the jurisdictional site shall be the state of New Jersey.
12. Publisher will not be bound by any conditions, printed or otherwise, appearing on any order blank, insertion order or contract, when they conflict with these terms and conditions or any amendment hereto.
13. All advertisements are accepted for the web site entirely on the representation that the agency and/or advertiser are properly authorized to publish the entire contents and subject matter thereof. It is understood that, in consideration of the posting of advertising, the advertiser and/or agency will fully hold harmless and indemnify the publisher from and against any claims, demands, suits, actions, proceedings, recoveries or expenses of any nature whatsoever, including reasonable fees of counsel selected by the publisher, arising directly or indirectly from the posting of any advertisement (including but not limited to claims of infringement of copyright or trademark or claims of libel or invasion of privacy) or based upon or arising out of any matter or things contained in the advertisement.
14. Advertising insertion is conditioned upon acceptance of the publisher.
15. The construction, interpretation and performance of any advertising contracts and/or insertion orders shall be governed by the domestic laws of the state of New Jersey, USA.

Ammoland LLC Advertising:

Ammoland
P.O. Box 465
Manasquan, New Jersey 08736

Contact: Brian Johnson, Brian@ammoland.com 732-673-2652
[Http://www.Ammoland.com](http://www.Ammoland.com)