

ADVERTISING PACKAGES

ADVANCED (\$5,000 Level)

Item

Enhanced Profile
Member-to-Member Hot Deals
General Banner Ad in Weekly Express (weekly, 52 total)
General Scrolling Banner Ad on Front Page of Website (3 months)
Insert in new member packets
Educational Document or Video for MIC
Educational Webinar (x3)

Total Value = \$5,260

INTERMEDIATE (\$2,500 Level)

Item

Enhanced Profile
Member-to-Member Hot Deals
General Banner Ad in Weekly Express (monthly, 12 total)
General Banner Ad on Website Page of Choice (6 months)
Insert in new member packets
Educational Document or Video for MIC (x4)

Total Value = \$2,740

BASIC (\$1,000 Level)

Item

Enhanced Profile
Member-to-Member Hot Deals
General Banner Ad in Weekly Express (bi-monthly, 6 total)
General Banner Ad on Website Page of Choice (3 months)
Educational Document or Video for MIC (x2)

Total Value = \$1,245

AD HOC ADVERTISING

Item

Enhanced Profile
Member-to-Member Hot Deals
General Banner Ad in Weekly Express
General Scrolling Banner Ad on Front Page of Website
General Ad on Website Page of Choice
Insert in new member packets
Educational Document or Video for MIC

Price

\$250/year
\$25/month or \$250/year
\$75/week or \$3,000/year
\$150/month or \$1,600/year
\$75/month or \$850/year
\$350/year
\$35/month or \$250/year

Disclaimer:

- *Advertising is only open to active OTA members.*
- *Advertising packages do not include membership dues or event sponsorship.*
- *An enhanced profile will give you the capability to add your company logo and additional photos and videos, add a website link on search results page, and will give you “top of the list” status in our online directory displayed in the Member Information Center (MIC).*
- *Scrolling banner ads on the website are limited to 5 per page, do not include individual event pages, are on a first-come-first serve basis, and can include a link to your website. Ads display for 4.5 seconds each, at random, and will show at the top of the page. Ads will run for the duration of the timeframe listed in each package or can be extended using the ad-hoc rates. Ads run month-to-month starting from the first of the month. Banner ads for the following pages are only available in the Member Information Center (MIC) that requires a log-in: Directory and Hot Deals. The following banner ads for the following pages are available in both the MIC and on the public website: Events, News. All other banner ads are available for the public website only. Revisions to ads are limited to one per month and can be submitted to OTA at any time. Default banner ad size is 480 pixels wide by 60 pixels high.*
- *Banner ads in the Express newsletter run weekly, are static, and can include a link to your website. OTA requests a limit of one ad change per month but may accept changes depending on the circumstance.*
- *Member-to-member hot deals are displayed in the Member Information Center and are managed by the member unless otherwise requested. After member submits a hot deal, OTA will have to approve before it goes live. OTA requests a limit of one hot deal per month but may accept changes depending on the circumstance; they can run monthly or for the whole year. Hot deals can include the title and description of the deal, an image, the date the deal is valid, and contact information such as a link to your website.*
- *Once an advertising package is purchased, it cannot be cancelled.*
- *Substitutions within the advertising package may be negotiated within limitations using OTA’s discretion.*