

# American String Teachers Association



New Jersey Chapter      [www.astanj.com](http://www.astanj.com)

Fall, 2011

Dear Advertiser,

**ASTA/NJ was recently honored by ASTA National Organization as having the 'Best Website' of any state chapter in 2011!** This award has led to increased traffic locally and nationally making it an ideal place for you to advertise your product or service.

Our web site was professionally designed by Jonas music services; it is extremely attractive and very well organized. **We have a number of side bar and banner ad slots available for purchase on it.** The site is structured so that **ads refresh with each page load.** This means that the **ads rotate based not on time but on page loads.** Our web site is created with a feature that allows for **easy tracking of your impressions** (number of times your ads are seen on our website) **as well as the number of times your ad is clicked on and a user is taken to your website.** You are also able to run **animated ads** (animated gifs) on our website.

You, as an advertiser, will also have the ability to **change your ad throughout the year,** thereby running varying ads and test marketing their success. Additionally **you can have different landing pages (urls)** associated with different ads. So you can choose to have one ad run in January landing on your company homepage and another ad run in April to land on your product page. Again our web site will enable you to **track your campaign successes by providing easy access to needed advertising data.**

Unlike our former print newsletter, which was mailed to members only, **anyone will be able to access and view your ad on our web site.**

## FEES

We have structured our fees for advertising on [astanj.com](http://astanj.com) as follows:

Side bar ad on the web site (1 year Jan-Dec)	\$200
Banner ad on web site (1 year Jan – Dec)	\$500

Our web ad billing cycle will go from Jan 1 to Dec. 31 beginning Jan 1, 2012. Any web ads ordered between now and Dec. 31, 2011 will be posted as soon as possible with no additional charge – they will run until Dec 31, 2012.

### **TECHNICAL SPECIFICATIONS**

#### **BANNER ADS**

- 100 kb (or less) photo in .jpg format.
- Tips: No spaces in the file names. Use ONLY letters and numbers.
- The width must be 670 pixels and the height must be 90 pixels or the image may appear distorted.

#### **SIDEBAR ADS**

- 100 kb (or less) photo in .jpg or .gif format.
- Tips: No spaces in the file names. Use ONLY letters and numbers.
- The width must be 155 pixels and the height must be 130 pixels or the image may appear distorted.

### **NEED MORE INFORMATION?**

- All **technical questions** about web ads should be directed to our web master Christopher Kenniff at [cmkgtr@yahoo.com](mailto:cmkgtr@yahoo.com).
- **To arrange for purchasing ad space on [astanj.com](http://astanj.com)**, contact Peg Roberts at [pegzr50@gmail.com](mailto:pegzr50@gmail.com).