

STEP 1 FAX this completed and signed ad agreement to:
FAX Gordon Lattey
 fx **518.880.0390**
 Ad Agreement

STEP 2 SEND this completed and signed advertising agreement and payment to:
SEND Light & Power Communications
 255 River Street
 Troy, NY 12180
 c/o GetawayNewYork
 Ad Agreement

STEP 3 EMAIL ad copy to:
 (please see "preparing files" for acceptable formats)
EMAIL Gordon Lattey
 deals@getawaynewyork.com
 ph **518.274.4989**
 Ad Copy

advertising sizes & rates

Web page [www.getawaynewyork.com]	3 Months	6 Months	12 Months
Home page banner (973 x 102) <i>Home page banner ad rotates on refresh.</i>	\$995	1495	2495
Home page button (208 x 90) <i>Home page button ad runs in rotation, two at a time, with maximum of nine other advertisers.</i>	495	750	1250
Interior search page banner (973 x 102)	360	595	995
Interior search page button (208 x 90) <i>Interior ads run in rotation throughout the site search page.</i>	180	295	495

advertiser

Note: Advertiser agrees to furnish copy &/or artwork. Publisher will not assume liability for accuracy of advertising copy.

Date _____ Start Date _____
 Company _____ Duration of ad _____
 Street _____ Web ad size Banner Button
 City _____ Web page rotation Home page Interior page
 State _____ Zip _____ Email _____
 Area Code _____ Telephone _____ **Name** _____
 Fax # _____ Amount _____
 Destination URL _____ **Advertiser X** _____
 (ad will link to this page)

preparing files for the web

Web dimensions and format - Banner ads must be no more than 973 x 102 pixels. Button, 208 x 90 pixels. Ads can be animated GIF files or static GIF or JPEG files. **File Size:** All ads must have a file size of 100K or less. Creators of animated GIF files should take advantage of high-quality animated GIF creation software to achieve minimum file size. Ads larger than 100K will not be accepted, with no exceptions. **Design Considerations:** Animated GIF advertisements should loop no more than five times. All ads are subject to the approval of Getaway New York. **Information Required:** [1] The ad itself as a JPEG or GIF file. [2] Contact email. [3] A destination URL; this is where users will be redirected when they click on the ad. **All advertisements must be submitted to Gordon Lattey at deals@getawaynewyork.com.**

ad copy and payment instructions

Ad size: _____ PDF file Email ad copy Check attached Credit card information

Special Requests: _____

If you choose to pay by credit card please log on to: **www.lpmedia.net/payments**