

NFA Online (www.nfaonline.org) Advertising Rate Card

DESCRIPTION: The URL <http://www.nfaonline.org> (hereafter referred to as nfaonline) is the website address for the National Flute Association, Inc. (NFA), the world's largest flute-related organization, with 6,000 members in the U.S. and throughout the world. It is a key information source for NFA members and others (professional flutists, educators, students, serious amateurs) who take a significant interest in flutes and piccolos, literature, pedagogy, performance, and other news and information about the flute world. Nfaonline includes pages available to the public and members-only pages.

PERFORMANCE: Average monthly visitor statistics (based on winter 2012) are 31,804 total visits (unique and repeat) and 122,171 total page requests. Some 2,000 NFA members flock annually to the four-day NFA Convention and visit nfaonline frequently for the latest updates on schedules, events, and travel. Visitors flood the site from early spring through the summer and fall, but visits are heavy into the winter as well for followup information and the NFA's popular post-convention reports. Throughout the year, NFA members also seek out educational workshops and summer programs listed on the NFA website, including masterclass workshops posted year round and visited heavily from the first of the year well into the summer.

ADVERTISING: Online "button" ads are available in 90-day increments, appear vertically along the left-hand column, and rotate on every public page. Two sizes of "button" ads are available: 150 pixels wide x 150 pixels high or 150 wide x 225 pixels high.

PRICING (per 90-day period): 150 pixels x 150 pixels: \$300 net; 150 pixels x 225 pixels: \$360 net.
Special discount: Four-time *Flutist Quarterly* advertisers receive a 10% discount.

MECHANICAL REQUIREMENTS: "Button" ad should be at 96 dpi minimum, at either 150 x 150 pixels or 150 (w) x 225 (h) pixels. Both JPEG and GIF files and the URL to link to the desired page of your website must be provided. Ads must be submitted in the proper size, ready to post. The NFA assumes no responsibility for preparing advertising materials.

AD SUBMISSION: E-Mail materials to: publications@nfaonline.org and copy advertising@nfaonline.org
The National Flute Association, Inc. reserves the right to refuse any advertisement. Advertisers and their agencies assume responsibility for the contents of their ads, and agree to indemnify the publisher from any and all claims and expenses arising therefrom.

ORDER-CONTRACT: Advertiser must submit an nfaonline contract or insertion order indicating "button" ad size and program duration (90 days, 180 days, etc.).

ADVERTISING PAYMENT: Advertisers must prepay all 90-day advertising periods ordered. If paying by credit card: Provide complete (MasterCard or VISA) credit card information on advertising order form and fax to Madeline Neumann, National Flute Association, fax: 661-299-6681. If paying by check or money order: Make payable to National Flute Association and mail (with copy of order form) to: The National Flute Association, Inc., ATTN: Marsha Jacobson; 26951 Ruether Ave., Suite H; Santa Clarita, CA 91351.

Please send advertising orders or inquiries to:

Marsha Jacobson

NFA Advertising Sales Director

26951 Ruether Ave., Suite H

Santa Clarita, CA 91351;

661-299-6680; fax: 661-299-6681

advertising@nfaonline.org

2/29/12