



THE NATIONAL FLUTE ASSOCIATION

NFA Online Advertising Form

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 5,000 members in the U.S. and throughout the world. It is a key information source for NFA members and others (professional flutists, educators, students, other flute enthusiasts) 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 2017 activity) are 68,494 total visits and 170,985 page views per month. More than 3,000 NFA members attend the annual 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 follow-up 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: \$315 net; 150 pixels x 225 pixels: \$380 net.

Special discount: 10% discount for 4 or more (continuous run) same-size and same-shape ads for 4 or more 90-day consecutive periods OR four-time *Flutist Quarterly* advertisers receive a 10% discount. All orders must be accompanied by payment.

MECHANICAL REQUIREMENTS: "Button" ad acceptable formats are JPEG, PNG, or GIF (no animation). File should be a minimum of 96 dpi at either 150 (w) x 150 (h) pixels or 150 (w) x 225 (h) pixels. URL must be provided to link online ad to advertisers desired website. 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: 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.

Please send advertising orders or inquiries to:

Glenn Karaban
Karaban Media Services, Inc.
212-840-0660 | advertising@nfaonline.org



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*** PLEASE EMAIL COMPLETED, SIGNED FORM TO GLENN KARABAN ADVERTISING@NFAONLINE.ORG ***

Ad Sizes and Rates* Please indicate the size and run period by checking the appropriate box.	NFA Member Discounted Rates				Non-Member Regular Rates				For office use only	
	✓	150 pixels x 150 pixels "button" ad	✓	150 pixels x 225 pixels "button" ad	✓	150 pixels x 150 pixels "button" ad	✓	150 pixels x 225 pixels "button" ad	Gross	Net
90 days		\$315		\$380		\$330		\$400		
180 days		\$630		\$760		\$660		\$800		
270 days		\$945		\$1,140		\$990		\$1,200		
360 days		\$1,134*		\$1,368*		\$1,188*		\$1,440*		

***10% discount for advertising 4x (like size ad for 360 days) OR **10% discount with 4x Flutist Quarterly advertising!**

Desired start date*: Month: _____ Check one: 1st of month (or) 15th of month

*Please submit materials 5 business days before requested start date.

Ad's URL link address: _____

PLEASE PRINT CLEARLY

Business name _____

Contact Name _____ Phone _____ Fax _____

Address _____

City _____ State/Country _____ Zip/Postal Code _____

Email _____ Website _____

Authorized Signature _____ Date _____

PAYMENT INFORMATION

Pay with credit card (MasterCard, Visa, or Discover) at:

<http://www.nfaonline.org/AdvertisingPayment>

Credit card payment made at link above.
Check Enclosed Payable to: The National Flute Association, Inc.

All orders must be accompanied by payment.

Contact Glenn Karaban with questions or for more information:
212-840-0660 or advertising@nfaonline.org

MATERIALS SUBMITTED (check all that apply)

E-Mail materials to: advertising@nfaonline.org

Digital files via email
Digital files via FTP service (Dropbox, Hightail, etc.)

The National Flute Association, Inc.
70 E. Lake St. #200
Chicago, IL 60601
312-332-6682 | fax: 312-332-6684

The NFA reserves the right to refuse to post an advertisement for whatever reason the NFA deems necessary. Each advertiser and its agent or agencies are responsible for obtaining any and all necessary permissions and/or licenses required to use any of the content of their ad(s). NFA may require that an advertiser submit copies of such permissions and/or licenses along with its ad copy. All advertisers and their agencies assume responsibility for the contents of their ads and agree to indemnify NFA from any and all claims and expenses arising therefrom.