

# Banner Ad Order Form

## Web Banner Ads

Ad Unit	Location	Dimensions	Rate
<input type="checkbox"/> Button	Right Column	160x60	\$250
<input type="checkbox"/> Tile	Right Column	160x120	\$500
<input type="checkbox"/> Horizontal	Page Bottom	468x60	\$750
<input type="checkbox"/> Skyscraper	Right Column	160x300	\$1,000

A basic banner ad provides random placement on all pages throughout the site, rotating with other customer ads. Included in your price is design service of a "Basic" banner ad consisting of your logo and a short tag line. You may, however, submit your own ad. Please see Material Guidelines and General Requirements for details.

### Corner Peel-Away Ad

This is an exclusive ad placed ONLY on the top right corner of the Home Page! You supply the artwork and we'll create the ad. Only ONE peel-away ad is available for each event. Contact your Account Rep for all the details.

### Design Enhancement Services

Whether you require the scanning of a logo or enhancement of your ad, Cygnus Expositions' design staff will work with you to create your ad. Rate is \$75/hour with a \$25 minimum. Contact your Account Rep for all the details.

### Exclusive Ad Placements

Want your ad to always appear on the Home Page, Exhibitor List or Registration page? Then Exclusive Ad Placement is for you. They are available on a limited basis and priority placement will be given in the order sold. Contact your Account Rep for all the details.

**NOTE** - Banner ads are sold on an event cycle basis. Once your ad is placed on the website it will remain up until the site is re-launched for the next year's event, or until you ask to have it taken down. Ads must be paid in full before they will be placed. Standard rotation ads will be randomly displayed throughout the site. Exclusive ads will ONLY appear on the page selected and placement will be determined at time of payment. Cygnus Expositions reserves the right to limit the number of ads on any one page.

Select Expo	Financial Summary
<input type="checkbox"/> Firehouse World '08 <input type="checkbox"/> Firehouse Expo '08 <input type="checkbox"/> Firehouse Central '08 <input type="checkbox"/> EMS Expo '08	<b>Ad Total</b> \$ _____ <b>Design Service</b> \$ _____ <hr/> <b>TOTAL</b> \$ _____ (must be paid in full before activation)
Applicant Information	Payment Method
(Please Print or Type All Information) Company _____ Contact _____ Date _____ Phone _____ Ext. _____ Email _____ Authorized Signature _____	<input type="checkbox"/> VISA <input type="checkbox"/> MC <input type="checkbox"/> AMEX <input type="checkbox"/> Check (Payable to: Cygnus Expositions) Credit Card # _____ Exp. Date: _____ Name On Card _____ Billing Address _____ _____ Signature _____
For Internal Office Use Only	<b>Fax Credit Card Payments to: 952.894.8252</b> <b>Mail Checks to:</b> <b>Cygnus Expositions – MN</b> <b>Box 684080, Milwaukee, WI 53268-4080</b>
Check # _____ Amount _____ Invoice # _____ Payment Date _____ Accepted by: Cygnus Expositions      Date Accepted _____ Acceptance Signature _____	

Interested in other web presence opportunities? Call your account representative for all the details! 800.827.8009