

HOUSTON METROPOLITAN PARALEGAL ASSOCIATION WEBSITE & EMAIL ADVERTISING POLICY

To post advertising via HMPA's WebPages/Email, please review and approve the guidelines outlined below. HMPA provides advertising on its website and through email to its members. Advertising availability is as follows:

- (1) Website Advertising Page; and
- (2) Email Broadcast.

HMPA does not provide or create web banners or advertisements. You may consult any media company to prepare your advertisement and/or banner. If you do not have a media consultant, HMPA recommends that you contact with Camden Place Ltd. (HMPA's Website designer) at (770) 649-0589 who can assist you in your advertising requests.

GENERAL GUIDELINES AND AGREEMENTS

1. The advertising period begins upon receipt of the appropriate advertising fee and an executed copy of this agreement from the Advertiser.

2. HMPA will retain your advertisement for one (1) month after your subscription expires. Advertiser should submit advertising via email to WebChair@HoustonParalegals.org or other email address provided by HMPA or send on 3.5 disk or c.d. to HMPA at 440 Louisiana, Suite 900, Houston, Texas 77002. No listings will be accepted by telephone.

3. Each advertisement must fit in the space specified below. They may be edited to fit the HMPA's Website/Email system. We cannot guarantee a response or the number of responses received.

4. Any abuse of the HMPA advertising agreement via Website/Email policy by any Advertiser will result in the removal of such Advertiser's ad without recourse and at the discretion of HMPA. Please direct all inquiries to the HMPA office, phone: 713-236-7724; fax-583-1902; or by mail: HMPA, Attention: Website/Email Advertising, 440 Louisiana, Suite 900, Houston, Texas 77002.

5. All advertising must be received with payment by 10:00 a.m. on the date(s) specified below to be included in the following posting update.

6. Advertising may be continued and/or extended upon receipt of an updated signed Agreement and receipt of payment by 10:00 a.m. the date(s) specified below to be included in the following posting update.

BANNERS

HMPA's website (www.HoustonParalegals.org) supports animated banners, including Flash, so long as they fit in the 200 pixel wide by 300 pixel tall screen real estate allowed. These banners can be placed on specific pages of HMPA's website that is a preference of the Advertiser, subject to their availability.

1. Banners will be placed on HMPA's Website on the following page locations: Home Page, About Us Page, Membership Page, CLE – Events Page, Members Only Page, Merchandise Page, Sponsorship Page, or Contact Us Page.

2. The Advertiser is not limited to the number of banners placed on HMPA's Website during the advertising period. The pricing schedule is outlined below for (one) banner. If multiple banners are requested, the pricing for the banners should be multiplied by the number of banners provided to HMPA for advertising.

3. The Advertiser must advise their preference for the location of their banner placement on the website (Home Page, About Us Page, Membership Page, CLE – Events Page, Members Only Page, Merchandise Page, Sponsorship Page, or Contact Us Page) in the space provided below.

4. The Advertiser will provide the banner (at their own expense), which includes their advertisement in the sizes specified below. (HMPA can recommend and refer Advertiser to an Internet banner designer upon request.)

BANNER RATES

Banner Advertising Rates for HMPA Members			
Banner Placement (200 x 300 max pixels)	One Month	Six Months	Twelve Months
Home Page	\$75.00	\$300.00	\$600.00
About Us Page	\$50.00	\$250.00	\$400.00
Membership Page	\$60.00	\$275.00	\$500.00
CLE-Events Page	\$60.00	\$275.00	\$500.00
Members Only Page	\$60.00	\$275.00	\$500.00
Merchandise Page	\$50.00	\$250.00	\$400.00
Sponsorship Page	\$50.00	\$250.00	\$400.00
Contact Us Page	\$50.00	\$250.00	\$400.00

Banner Advertising Rates for Non-HMPA Members			
Banner Placement (200 x 300 max pixels)	One Month	Six Months	Twelve Months
Home Page	\$85.00	\$315.00	\$675.00
About Us Page	\$60.00	\$275.00	\$500.00
Membership Page	\$70.00	\$290.00	\$575.00
CLE-Events Page	\$70.00	\$290.00	\$575.00
Members Only Page	\$70.00	\$290.00	\$575.00
Merchandise Page	\$60.00	\$275.00	\$500.00
Sponsorship Page	\$60.00	\$275.00	\$500.00
Contact Us Page	\$60.00	\$275.00	\$500.00

EMAIL ADVERTISING TO HMPA MEMBERS and SUBSCRIBERS WEEKLY

Each week, HMPA will send a broadcast email to all HMPA members and subscribers to include all Advertisers ads. Advertiser should submit advertising via email to NewsletterChair@HoustonParalegals.org or other address provided by HMPA or on 3.5 disk or c.d. to HMPA at 440 Louisiana, Suite 900, Houston, Texas 77002. No listings will be accepted by telephone. All advertisements must be no more than 100 words per advertising and may be accompanied by a photograph or image in jpg or gif format. All advertisements must be received to HMPA by Friday of each week to be included in the following week's email broadcast.

Email Advertising	HMPA Member	HMPA Non-Member	Email Advertising
One Email (1 week)	\$100.00	\$125.00	One Email (1 week)
Three Emails (3 weeks)	\$200.00	\$275.00	Three Emails (3 weeks)
Six Emails (6 weeks)	\$350.00	\$500.00	Six Emails (6 weeks)
Twelve Emails (12 weeks)	\$700.00	\$1000.00	Twelve Emails (12 weeks)

HMPA Website/Email Advertising Order Form				
Advertising Type	Number of Ads	Number of Months/Weeks	Banner Placement	Amount
Website – banner				
Email Broadcast				
Total				
<p>I understand and agree to abide by the above Website/Email Guidelines and Agreement. Please enter my advertisement as indicated in the Order form above.</p> <p style="text-align: center;">_____</p> <p style="text-align: center;">Signature of Advertiser</p> <p>Company Name: _____</p> <p>Representative Name: _____</p> <p>Address: _____</p> <p>Telephone Numbers: _____ (Work)</p> <p>Fax Number: _____</p> <p>Email Address: _____</p>				