



National Headquarters
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‘The Briefing’ (e-newsletter) Advertising

‘The Briefing’—The Aluminum Association’s e-newsletter—is mailed to 2,300 qualified recipients on a periodic basis and contains news of the activities of the Association’s Divisions, Committees, and staff. The e-newsletter is also posted on the Aluminum Association’s website—with a link to each issue on the website’s homepage.

The e-newsletter’s audience reflects that of the Association itself—which includes U.S. and foreign-based primary producers of aluminum, aluminum recyclers and producers of fabricated products, and industry suppliers—making it the perfect place for your company or organization to reach the Association’s diverse membership.

Advertisements in ‘The Briefing’ must be a width of 169 pixels and height of 236 pixels and will appear on the right rail of the Table of Contents for each issue on the Aluminum Association website adjacent to the index of news stories.

Advertising rates are as follows:

One issue: \$400
Two issues: \$700
Four issues: \$1,000
Eight issues: \$1,200

To post your web banner, please submit the completed Website Insertion Order form below and fax to 703-358-2961 or email to mross@aluminum.org. Additionally, please submit the image file electronically to jsimpson@aluminum.org.

Image file format for web banner: Must be a static banner in jpeg format. Animated .gif and flash banners cannot be accommodated.

'The Briefing' Advertising Insertion Order

Contact Person: _____

Company or Agency Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ E-mail: _____

Duration of Advertisement (please check one):

1 issue

2 issues

4 issues

8 issues

Total Due (see chart on prior page): \$ _____

Please provide the URL of the landing page to be linked to your web advertisement: _____

All web advertisements must be paid for in advance by credit card prior to posting.

Payment Information:

Please check one: VISA

MasterCard

American Express

Credit Card Number

Expiration Date

Signature

Date

The Aluminum Association is authorized to insert our advertisement on their website according to the specifications listed above. We agree to pay at the rates and under the conditions shown in the rate information attached. Advertising copy deemed objectionable by the publisher for any reason may be rejected.

Signature

Date

Name (Printed)