

2018 Online Paid Advertising Contract

For the purchase of digital advertising space on the Palm Beach County Board of County Commissioners Intranet site

County employees post classified ads online for free on the county's intranet (internal use only) site. On this page there is space for a limited number of paid, full-color ads for businesses and institutions seeking to reach county employees. A paid ad initially appears on the page as a small "teaser" box, but when clicked on, the full-page ad (8.5" x 11") appears. The location of the ad teaser on the classified page determines pricing. Sample ad spaces are attached.

Content Conditions:

Paid advertising is limited to consumer goods or services and expressly prohibits all political, religious or sexually oriented advertisements. Weapons or anything related to weaponry will not be advertised.

To advertise online with Palm Beach County:

1. Choose Your Ad Location

- There are two ad spaces available along the **top banner** (horizontal ads) **OR** the **right side** (vertical ads). All four of these ad spaces are visible upon opening the page without having to scroll down. When there are two or more vertical ads on the right side, they will be rotated to share the top position on the screen.

2. Choose Your Ad Package

Top Banner (horizontal)

- 1 month (4 weeks) - \$500
- 3 months (13 weeks) - \$1,200
- 6 months (26 weeks) - \$2,100
- 12 months (52 weeks) - \$3,600

Right Side (vertical)

- 1 month (4 weeks) - \$350
- 3 months (13 weeks) - \$850
- 6 months (26 weeks) - \$1,500
- 12 months (52 weeks) - \$2,500

3. Create Your Ad

- For all Ad Packages, the advertiser is responsible for creation and delivery of all final artwork **and all changes**, in PDF format, prepared according to the provided specs.
- **Two versions of your ad are required:** one teaser in the appropriate pixel size as described below in .jpg or .gif format **AND** one 8.5" x 11" **PDF** version of the full ad. All ad artwork files should be delivered via e-mail to: **ads@pbcgov.org**.

Ad Sizes/Specifications

- Top banner/horizontal ad size: 234w x 60h pixels or 3.25" x .83" at 72 dpi
- Right side/vertical ad size: 120w x 300h pixels or 1.67" x 4.17" at 72 dpi
- Full page version: 612w x 792h pixels or 8.5" x 11" at 72 dpi
- All images within the ad should be created as full color RGB jpegs at 120 dpi
- Ads can be changed once per week at no charge. For more frequent changes, a fee of \$35 **per change** is charged.
- Advertisers will receive a "digital tear sheet" screenshot of their ad via e-mail when it is initially published and whenever an advertiser makes a change to their ad.

4. Complete Contract

- Fill out this contract form. Ads can be posted within one business day of receipt of final artwork and full payment.

5. Mail Contract with Payment

- Print this form and mail with payment to: **Palm Beach County Public Affairs Department
301 N. Olive Ave.
West Palm Beach, FL 33401
Attn: Paid Ad**
- Checks are the **only** form of payment. **Please make check payable to: Board of County Commissioners/Paid Ad**
- Any questions, call PBC Public Affairs at 561-355-2754, or e-mail us at ads@pbcgov.org.

Company/Organization: _____ Contact: _____

Street: _____

City, state, zip: _____

Phone: _____ Fax: _____ E-mail: _____

Desired start date: _____ End date: _____

Length of run: _____ Amount due: _____

Company Representative Signature: _____ Date: _____

Print Representative Name: _____