



## American Citizens Abroad

The Voice of Americans Overseas

### Online Advertising Rate Information 2011-12

American Citizens Abroad (ACA) is a non-profit, non-partisan, nongovernmental association dedicated to serving and defending the interests of individual US citizens living worldwide. Our headquarters are located in Geneva, Switzerland but our members come from all corners of the world.

#### AUDIENCE REACH:

1. American Citizens Abroad has an electronic mailing list of approximately 5000 groups and individuals. Constituents are located in more than 160 countries on six continents.
2. American Citizens Abroad website ([www.aca.ch](http://www.aca.ch)) logs over 10,000 visits per month.

#### ONLINE ADVERTISING OPPORTUNITIES

1. **Deluxe Link:** Graphic image, static (no animation, max. 240 x 60 pixels) and single sentence description. Placement on **home page**, **subject page** and **links page**.
2. **Premium Link:** Single sentence description. Placement on **subject page** and **links page**.
3. **Classic Link:** Single sentence description. Placement on **links page**.
4. **Text advertising** in ACA's monthly email "News Update" (limited availability).
5. **Page advertising** in ACA's annual email "News Report".

#### TERMS and CONDITIONS:

1. Payment must be received in advance of placement or at time of contract signature.

2. Rates, position availability and production charges are subject to change without notice.
3. Copy must be submitted to ACA at least 10 working days prior to the first Monday or each calendar month for timely review and processing. Any changes to existing copy within the same calendar month may be subject to a small production fee.
4. ACA reserves the right to refuse any advertising that is deemed incompatible with ACA's goals and image as a service organization.
5. Artwork must be provided as either a JPEG or GIF file. Animation of any kind is not permitted. Artwork should be submitted to ACA electronically at the following address: [info.aca@gmail.com](mailto:info.aca@gmail.com)

### Online Advertising Rates

(Frequency discounts included)

Type	Placement	Time period	Rate
DELUXE LINK	home page, subject page, & links page	3 months	\$1,500
		6 months	\$2,500
		12 months	\$4,800
PREMIUM LINK	subject page & links page	3 months	\$900
		6 months	\$1,530
		12 months	\$2,800
CLASSIC LINK	links page only	3 months	\$300
		6 months	\$510
		12 months	\$960

### Text Advertising in the monthly email "News Update" Rates\*

(Frequency discounts included)

One Month	3 Months	6 Months	Annual
\$75	\$200	\$380	\$600

\*Ads may include up to 75 words plus a URL that will appear at the end of the **News Update** in a separate advertising section.

### Page Advertising in annual email "News Report" Rates

1/8 page	1/4 page	1/2 page	Full page
\$250	\$500	\$850	\$1500

**American Citizens Abroad Online Advertising Order Form:**

We would like to place an advertisement for \_\_\_\_\_ months:

On the ACA website \_\_\_\_\_ (please provide company description below)

In the Monthly email “News Update” \_\_\_\_\_ (please provide text below)

In the Annual email “News Report” \_\_\_\_\_ (please provide materials)

**Website placement requested (check one):**

Deluxe Link

Premium Link

Classic Link

**Company/Organization Description:**

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**Text for Electronic “News Update”: (maximum 75 words)**

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**Page Advertising in “News Report”:**

Artwork must be provided as either a JPEG or GIF file. Animation of any kind is not permitted. Artwork should be submitted to ACA electronically at the following address: [info.aca@gmail.com](mailto:info.aca@gmail.com)

**BILLING INFORMATION**

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_  
(Please include country code and city/area code)

Email address: \_\_\_\_\_

**Payment Information:**

Total cost of Advertising Package: \$ \_\_\_\_\_

Payment Options (please indicate one)\*:

MasterCard: \_\_\_\_\_ Visa: \_\_\_\_\_ American Express \_\_\_\_\_

Card number: \_\_\_\_\_

Name on the Card: \_\_\_\_\_ Expiration date: \_\_\_\_\_

US dollar Check (enclosed) \$ \_\_\_\_\_

Paypal (please visit our site for payment instructions) \$ \_\_\_\_\_

<http://www.aca.ch/acagform.php>

\*For payment in currency other than US dollars please contact ACA at:  
+41 22 3400233 or at: [info.aca@gmail.com](mailto:info.aca@gmail.com)

Please return this form to:

American Citizens Abroad  
5 Rue Liotard  
1202 Geneva  
Switzerland

For any additional question please contact us at phone/fax: +41 22 3400233 or  
[info.aca@gmail.com](mailto:info.aca@gmail.com)