



For over three years, TLPA's web site — www.tlpa.org — has consistently been generating over 150,000 hits a month, and in 2006 it averaged 251,205 hits per month for over 3 million hits in 2006. Our web site has become a highly visible resource in the for-hire passenger transportation industry.

Now you can have your company's advertisement with a live link to your own web site prominently posted on www.tlpa.org. We're offering advertising opportunities on the pages that receive the most traffic.

Positions Available

Price Schedule

	TLPA Members	Non-Members
• Home Page Box	\$500 per quarter	\$750 per quarter
• Buyers' Guide Banner	\$400 per quarter	\$650 per quarter
• Find a Ride Banner	\$300 per quarter	\$550 per quarter

### Contract for Web Site Advertising

Company name \_\_\_\_\_

Contact person \_\_\_\_\_ E-mail address \_\_\_\_\_

Address \_\_\_\_\_ City, State, Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

URL of web site to which we will link your ad: http:// \_\_\_\_\_

Location requested:  Home Page Box  Buyer's Guide Banner  Find A Ride Banner

Quarter(s) requested:  Jan. - March 2007  April - June 2007  July - Sept. 2007  Oct. - Dec. 2007

We wish to prepay all quarters to ensure our ad runs continuously without being cancelled due to a late payment.

Quarterly advertising rate \$ \_\_\_\_\_ x \_\_\_\_\_ (number of quarters requested) = \$ \_\_\_\_\_ Total

We wish to pay all quarters requested as they come up. Each payment = quarterly advertising rate \$ \_\_\_\_\_

TLPA will invoice us 60 days prior to the start of the quarter. We understand that if payment for the quarter is not received by 30 business days before the start of the quarter, our ad may not run and another company's ad may run in its place.

Our ad will be prepaid by  check  credit card.

Credit card # \_\_\_\_\_ Exp. date \_\_\_\_\_

Name on card \_\_\_\_\_  Visa  MasterCard  American Express

Authorized signature \_\_\_\_\_ Amount authorized \$ \_\_\_\_\_

#### Rules & Specifications

- Space may be reserved for all 12 months in 2007.
- Ad space will be awarded on a first-come, first-served basis. The first contract received with payment will be honored. Verbal agreements are not binding.
- Web site ads must be prepaid; checks and credit cards accepted; no ad agency commission may be taken. If an ad is not paid 30 business days before the contract begins, the ad may not run and the space may be offered to another advertiser.
- Ad artwork must be in jpeg format. Home Page Box is 157 pixels wide and 60 pixels high. Buyers' Guide and Find A Ride banners are 460 pixels wide and 75 pixels high.
- Ads must be submitted one week prior to the first day of the month in which they begin running by e-mail to lnew@tlpa.org.
- Ads must be passenger transportation fleet industry-related. TLPA reserves the right to reject ads and request revisions in the case of inappropriate or irrelevant content.

I have read and agree to these rules and specifications. A copy of this contract will be returned to you as confirmation of your placement.

Signature \_\_\_\_\_ Date \_\_\_\_\_

Name printed \_\_\_\_\_ Accepted by \_\_\_\_\_

TLPA Executive Vice President & Publisher