

For almost five years, TLPA's web site — www.tlpa.org — has consistently been generating over 130,000 hits a month, and last year, it averaged more than 170,000 hits per month, reaching over 2 million hits in 2012. Our web site has become a highly visible resource in the for-hire passenger transportation industry.

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

Positions Available

Price Schedule

	TLPA Members	Non-Members
• Home Page Double Box	\$800 per quarter	\$1,050 per quarter
• Home Page Single Box	\$500 per quarter	\$750 per quarter
• Buyers' Guide Banner	\$400 per quarter	\$650 per quarter
• Press Search 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 Double Box Home Page Single Box
 Buyer's Guide Banner Press Search Banner Find A Ride Banner

Quarter(s) requested: Jan. - March 2012 April - June 2012 July - Sept. 2012 Oct. - Dec. 2012

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 or credit card.

Checks: Please make checks payable to the Taxicab, Limousine & Paratransit Association. All fees must be paid in U.S. currency and drawn on a U.S. bank.

Please select one: Credit Cards American Express Visa or MasterCard.

Name on card _____ Card # _____ Exp. date _____ Security code _____

Authorized Amt. Charged \$ _____ Authorized Signature _____ Billing Street # and Zip Code _____

Rules & Specifications

- Space may be reserved for all 12 months in 2012.
- 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. 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 Double Box is 157 pixels wide and 120 pixels high. Home Page Single 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 Chief Executive Officer & Publisher

Taxicab, Limousine & Paratransit Association

3200 Tower Oaks Boulevard, Suite 220 • Rockville, MD 20852 • P: (301) 984-5700 • F: (301) 984-5703 • E: info@tlpa.org • W: www.tlpa.org