

ADVERTISING POLICY

The Macomb County Probate Bar Association has approved this policy regarding advertising on this website:

1. Ad Size:

There are two sizes of ads we will accept on the MCPBA website. **Small:** 140 pixels wide by 140 pixels high (or less). **Large:** 140 pixels wide by 280 pixels high (or less).

2. Ad Style:

To keep with current advertising and website scheme, all ads shall have a black, or gray border with text in gray and/or black. Below the bottom border, ads will say either advertisement or website sponsor. All ads will be created by the MCPBA website designer with your text and your logo. Text may be limited to fit within the confines of ad size. Logos may be slightly reformatted to better suit the size of the ad, but will be scanned as close to original color as possible. A hyperlink to your website is encouraged.

3. Ad Cost:

Setup: The cost charged by the MCPBA website designer to setup and upload your ad to the MCPBA website. This charge will typically be \$20 for the small ad and \$30 for the large ad with \$10 for changes including late payment for re-upload of same ad or for multiple page entries of same ad.

Per Month: The cost charged per month by the MCPBA for web ad placement. This amount will also be paid to the MCPBA website designer and credited against the monthly charges to the MCPBA website invoice.

There are different **Per Month** costs depending on whether your ad is on the Home Page or Other Pages; your ad is a Small Ad or Large Ad; you are a Member or Non-member; and you are an Advertiser or Website Sponsor. The following chart shows the **Per Month** cost for advertising on the MCPBA website:

Home Page

	<u>Small Ad (140x140 pixels)</u>		<u>Large Ad (140x280 pixels)</u>	
Member Advertiser	10.00/month	120.00/year	15.00/month	180.00/year
Member Site Sponser	12.50/month	150.00/year	17.50/month	210.00/year
Non-Member Advertiser	12.50/month	150.00/year	17.50/month	210.00/year
Non-Member Site Sponser	15.00/month	180.00/year	20.00/month	240.00/year

Other Pages

	<u>Small Ad (140x140 pixels)</u>		<u>Large Ad (140x280 pixels)</u>	
Member Advertiser	5.00/month	60.00/year	10.00/month	120.00/year
Member Site Sponser	7.50/month	90.00/year	12.50/month	150.00/year
Non-Member Advertiser	7.50/month	90.00/year	12.50/month	150.00/year
Non-Member Site Sponser	10.00/month	120.00/year	15.00/month	180.00/year

4. Ad Links:

One link (hyperlink) to your website is permitted and encouraged at no extra charge.

5. Ad Placement:

Ads will be placed down the right side of a specific web page with the following priority top to bottom: Member Site Sponsor, Non-Member Site Sponsor, Member Advertiser, Non-Member Advertiser. Two Member Site Sponsors, etc., would be listed in order received until the top one lapses, then the second would be on top, etc.

6. Ad Content:

All ads should have some relevance to the probate, legal, or social service process, or to the membership of the Macomb County Probate Court Association.

7. Ad Duration:

Ads shall run for a minimum of 3 months with 6 months, 9 months, and 1 year also accepted. Ads can start on any date after ad is approved by you, approved by the MCPBA President and/or Board of Directors, and after your check has been received by MCPBA Web Designer.

8. Ad Approval / Policy Change:

All advertising / hyperlinks are subject to approval by the MCPBA President and/or Board of Directors. The Advertising Policy is subject to change without notice. If you do not accept said change(s), a refund will be issued for paid days unused from your written notice of unacceptance or date of effective policy change (whichever is later). Notice of Ad Policy Change Unacceptance should be mailed to: Steve Collins, 2826 Rucker Ave #5, Everett, WA 98201-3450, or e-mailed to sncwebsites@aol.com. Expect up to 4 weeks to receive your refund.

9. Ad Cancellation:

Cancellations upon notice of your written request can happen at anytime, but no refunds will be issued for the initial 3 month ad period. There will be a \$20 Cancellation Fee to remove your ad from the website and to process a refund. Refunds will be issued for unused days after the initial 3 month period. Notice of Ad Cancellation should be mailed to: Steve Collins, 2826 Rucker Ave #5, Everett, WA 98201-3450, or e-mailed to sncwebsites@aol.com. Expect up to 4 weeks to receive your refund.

For more information, please call or e-mail Steve Collins, MCPBA Webmaster at 425-252-7080 or sncwebsites@aol.com. The MCPBA Board of Directors and the membership appreciates your support of the MCPBA website. Thank you.