

Dear MASFAP Member:

The MASFAP Technology Committee is pleased to announce to the Membership a new and exciting advertising opportunity. Beginning immediately, we are introducing advertising on the MASFAP Web Site at a low cost of \$300 per quarter or \$1000 annually.

Advertising with MASFAP can provide your organization with the opportunity for promotional networking among financial aid professionals, potential students and their families. We have a single group of ads that will cycle on every page of MASFAP.org.

If you have not looked at the Web Site recently, please take a moment to do so before making a decision. Once you do, we are sure you will agree that advertising on the MASFAP Web Site will be a great value for your organization! In addition to the ad cycle, a single page will also list all advertising sponsors alphabetically. Currently the website gets around 1100 web page views per week and numbers are growing at a steady rate. Space is limited for advertising. All requests will be handled on a first-come first-serve basis.

Please read the following information carefully. Print out these pages and the form below. Fill out the form completely and follow directions for submitting your request.

The appearance and quality of your ad depends upon the quality of your submitted graphic. The ad size requirement is 468 x 60 pixels, gif or jpg format. It can be animated as long as the total size does not exceed 20 KB. MASFAP reserves the right to make any modification necessary for graphic to comply with internal standards. Vendors will be notified of any modifications for approval.

Advertisements can be supplied to the MASFAP Technology Chair on disk or sent by email to [schwartzpn@umkc.edu](mailto:schwartzpn@umkc.edu) as an attached file. Please include contact information with all files regardless of method sent. If you have any questions please feel free to send an e-mail to [schwartzpn@umkc.edu](mailto:schwartzpn@umkc.edu) or call Paul Schwartz at (816) 235-5446. We look forward to working with your organization!  
The MASFAP Technology Committee

# Request Form

## MASFAP ADVERTISING CONTRACT

### CONTACT INFORMATION:

Advertiser: \_\_\_\_\_ Contact: \_\_\_\_\_

Address1: \_\_\_\_\_

Address2: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Duration:	3 Months	6 Months	9 Months	12 Months
	\$300	\$600	\$900	\$1000

URL of Page to which Logo will Link: \_\_\_\_\_

Advertiser Authorized Signature Date MASFAP Representative Date

### MASFAP Advertising - Terms and Conditions

1. The advertiser must forward all material to MASFAP in accordance with the deadline schedule.
2. Advertisements cannot be run without an advertising contract.
3. MASFAP reserves the right to review all advertising. A full refund will be issued to declined advertisements.
4. MASFAP does not guarantee any given level of circulation or readership for an advertisement.
5. Advertisers assume liability for all content, including text and illustrations of advertisements, and also assume responsibility for any claims arising there from made against MASFAP including costs associated with defending against such a claim. The advertiser agrees to hold MASFAP harmless for any claims made against it by reason of advertiser's advertisement.
6. MASFAP reserves the right to insert the word "advertisement" above or below any copy.
7. MASFAP shall be under no liability for its failure, for any cause, to insert an advertisement or for any error in any advertisement.
8. MASFAP retains sole authority regarding the placement of all advertisements and shall not be bound in that regard.
9. Advertisements may contain no animation, static ads only.
10. MASFAP has no financial liability of any kind to advertiser (including no obligation to refund any portion of any advertisement payment) in the event the MASFAP Web Site cannot be accessed by any person for any reason, including periodic maintenance and hardware or software failures.
11. Advertisements accepted from MASFAP members, subject to approval by the MASFAP Executive Board.
12. Cancellations must be in writing. No refunds will be issued on cancelled contracts in which the advertisement has already been posted to the web site.

### MASFAP USE ONLY

Advertiser Approval:

\_\_\_\_\_  
MASFAP President Date

\_\_\_\_\_  
MASFAP Treasurer Date