



One Click Away with SLA

Digital advertising is a crucial part of every marketing agenda. It makes it easier to measure your branding efforts with immediate and direct responses at a cost-efficient rate. Purchasing a banner ad on www.sla.org gives you direct access to the world's largest and most important group of information professionals and gets them in your pipeline at a pivotal period in your sales process.

Online Ad Rates:

Your banner ad will be placed into rotation throughout the SLA Web site--delivering your message to qualified leads, increasing brand awareness and building bigger sales for your organization.

Site Traffic

Visits Per Month: 504,242
 Page Views Per Month: 3.53 million
 Time Per Session: 5.32 minutes

MEDIA REQUIREMENTS:

Ad Dimensions: 468 x60 pixels
 File Size: 25K maximum file
 GIF or JPEG format

Materials are due 7 days prior to start date.

Rate Structure

Ad Rates for Rotation on site*:	Cost Per Month	Total Rate
1 month	\$2,000	\$2,000
3 months	\$1,700	\$5,100
6 months	\$1,500	\$9,000
9 months	\$1,200	\$10,800
12 Months	\$1,000	\$12,000

*Ad will be placed into rotation throughout all available web pages, excluding the homepage, with up to 9 additional advertisements.

Homepage Rates*	Cost Per Month	Total Rate
1 month	\$4,000	\$4,000
3 months	\$3,400	\$10,200
6 months	\$3,000	\$18,000
9 months	\$2,400	\$21,600
12 Months	\$2,000	\$24,000

*Ad will be placed into rotation on the homepage only with up to 3 additional advertisements.

To purchase your Online Advertising and ask about our specials for Print and Online Advertising packages, the ultimate method of reaching information professionals, please contact Stacey Bowers, Director of Business Development, at Sbowers@sla.org or call directly 703-647-4942.