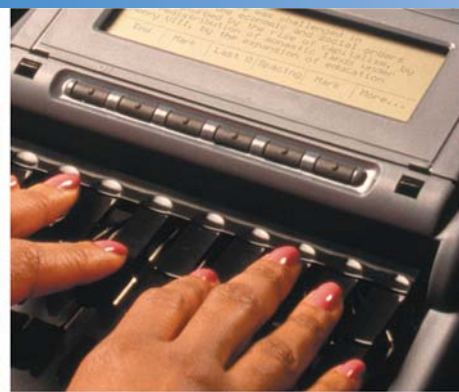




# 2008 Media Kit

## Web Banner Advertising



# Advertising Contract for Web Banner Advertising



Company Advertising:

Contact Person:

Address:

Phone:  Fax:  E-mail:

## Banner Ad Type

Masthead:  Home page

Masthead:  Other

Fixed Banner 1:  Home page

Fixed Banner 2:  Other

Index Column:  Home Page

Internal Left Index:  Other

Are you a current *JCR* advertiser? Yes  No

Insertion Start Date:  Monthly  Quarterly   
(Ads will be placed on the first of the month)

## Billing

Credit Card#

Total Net Insertion Rate:

The terms and conditions set forth in the NCRA current rate card and the terms and conditions of the NCRA Advertising Policy included in this media kit, are expressly made a part of this Advertising Contract. Your signature below indicates you consent to such terms and conditions. You must sign this Advertising Contract in order to be eligible to advertise.

The Advertiser (1) certifies that the advertisement the Advertiser submits to NCRA for publication is not false, deceptive or misleading; and (2) agrees to provide, upon request, proof that is satisfactory to NCRA to substantiate the Advertiser's claim that the submitted advertisement is not false, deceptive or misleading. In addition, the Advertiser acknowledges that NCRA makes no representations, warranties or guarantees regarding the truthfulness of the advertisement that the Advertiser submits to NCRA for publication, that NCRA assumes no duty to investigate the truthfulness of the submitted advertisement, and that NCRA has not investigated nor will investigate, the truthfulness of the submitted advertisement.

To the extent allowed by law, the Advertiser expressly assumes full liability for all contents (including text, representations and illustrations) of the advertisements published, and expressly agrees to indemnify and hold harmless NCRA from any and all claims, fees, costs, expenses, liabilities, damage and attorneys' fees relating in any way to NCRA's publication of any advertisement submitted by the Advertiser to NCRA pursuant to this Agreement.

Signature:  Date:

Print Name and Title:



# Web Advertising Rate Card



[www.NCRAonline.org](http://www.NCRAonline.org)

	Type	Location	Monthly	Quarterly
Text Ad 10-14 words	Fixed	Home Page	\$400	\$1,150
Banner Ad	Rotating	Inside Page(s)	\$350	\$850
Index Column	Rotating	Inside Page(s)	\$300	\$800

[www.BestFuture.com](http://www.BestFuture.com)

	Type	Location	Monthly	Quarterly
Banner Ad	Rotating	Home Page	\$400	\$1,000
Index Column	Rotating	Home Page	\$350	\$900
Index Column	Rotating	Inside Page(s)	\$250	\$600

All ads on NCRA's Web site will have the disclaimer "Paid Advertisement" listed underneath the ad in a small font.

## Advertising Combination Discounts

**JCR Display ad and Text Ad**

**10% discount on ads**

This 10% discount is applicable to both the print and Web Advertising.

**JCR Display ad and Inside Page Banner Ad or Index Column Ad**

**8% discount on ads**

The 8% discount is applicable to both the print and Web advertising  
The 8% discount is applicable to the NCRAonline.org or Bestfuture.com sites

**NCRAonline.org ad and Banner/Index Column ads on Bestfuture.com**

**5% discount on ads**

The 5% discount is applicable on both Web ads.

# Web Advertising Dimensions



## Rotating Masthead Banner

130 pixels wide x 110 pixels tall

## Regular Banner

450 pixels x 60 pixels

## Index Banner/Button

Width: no more than 116 pixels

Height: no more than 130 pixels

**Please make sure your ad is optimized for the web.**

The maximum file size should be no larger than 20K, 12K or less is preferable.

**All ads need to be .gif or .jpg formats**

# Advertising Policy

Effective November 15, 1993  
(Latest Revision August 16, 2002)



- A. No advertisement submitted for publication in any NCRA publication may be false, misleading, deceptive, in poor taste or contrary to the purposes and objectives of NCRA. NCRA has the right to refuse advertising from any vendor whose activities are contrary to the purpose and objectives of NCRA.
- B. Although the NCRA certifications and their abbreviations are personal certifications, the phrase “includes RPRs” or “includes Registered Professional Reporters” may be used by a court reporting entity in its advertisements, if a majority of the reporters employed by or independently contracted for by said firm or entity hold said certification. This policy shall equally apply to other NCRA designations.
- C. Only designations currently conferred by NCRA, as well as designations for a court reporter that are officially recognized by the state in which the court reporter is licensed to practice, may be used to refer to the services or skills of a court reporter in an advertisement appearing in an NCRA publication. This Advertising Policy is not intended to prohibit or restrict the use of academic degrees or other professional designation unrelated to court reporting skills or services in advertisements appearing in NCRA publications.
- D. A reporting firm may advertise its freelance shorthand reporting services in any NCRA publication if a majority of the reporters employed by the firm or with whom the firm contracts for reporting services are members in good standing of NCRA and are actively engaged in shorthand reporting.
- E. A copy of this Advertising Policy shall be given to each person or entity that submits an advertisement for publication in an NCRA publication. The person or firm submitting the advertisement must (1) certify that such advertisement complies with the above requirements; and (2) agree to provide, upon request, satisfactory proof that the above requirements are satisfied.
- F. NCRA retains the right to reject any advertisement submitted for publication in an NCRA publication if, in its judgment, such advertisement does not meet all the requirements specified in this Advertising Policy.