

PIPE DREAM Web Ad Form

Customer Contact/Billing Information

Name: _____

Address: _____

Phone: _____

e-mail: _____

URL: _____

Please check if you would like ad to link to your URL

Fall '08 Schedule

- | | | | |
|---------------------------------|-------------------|----------------------------------|-------------------|
| <input type="checkbox"/> Week 1 | Aug. 25 - Sep. 1 | <input type="checkbox"/> Week 10 | Oct. 28 - Nov. 3 |
| <input type="checkbox"/> Week 2 | Sep. 2 - Sep. 8 | <input type="checkbox"/> Week 11 | Nov. 4 - Nov. 10 |
| <input type="checkbox"/> Week 3 | Sep. 9 - Sep. 15 | <input type="checkbox"/> Week 12 | Nov. 11 - Nov. 17 |
| <input type="checkbox"/> Week 4 | Sep. 16 - Sep. 22 | <input type="checkbox"/> Week 13 | Nov. 18 - Nov. 24 |
| <input type="checkbox"/> Week 5 | Sep. 23 - Sep. 29 | <input type="checkbox"/> Week 14 | Nov. 25 - Dec. 1 |
| <input type="checkbox"/> Week 6 | Sep. 30 - Oct. 6 | <input type="checkbox"/> Week 15 | Dec. 2 - Dec. 8 |
| <input type="checkbox"/> Week 7 | Oct. 7 - Oct. 13 | <input type="checkbox"/> Week 16 | Dec. 9 - Dec. 15 |
| <input type="checkbox"/> Week 8 | Oct. 14 - Oct. 20 | <input type="checkbox"/> Week 17 | Dec. 16 - Dec. 22 |
| <input type="checkbox"/> Week 9 | Oct. 21 - Oct. 27 | | |

175 pixels

Vertical Banner Ad

This ad is a vertical rectangle aligned to the left side on the home page. The ad appears on the home page only and no other content pages.

210 pixels

DEADLINE FOR PLACEMENT
 For Tuesday placement — Friday by Noon

File Format
 We only accept the following formats

- jpeg
- gif

Ad Rotation
 All display/image ads described above will be on a rotation of no more than 6 ads per week, meaning that when a user enters our Web site each ad in each section will have a 1/6th chance of appearing.

Web Ad Rates - Spring 2008	
Ad Size (w x h in pixels)	Price/wk
Tile Ad (210 x 210)	\$30
Horizontal Banner (715 x 100)	\$40
Vertical Banner (175 x 500)	\$40
x Number of Weeks	
Subtotal	
- Discount (%)	
Total	

Discounts

4 weeks
15% off total

Semester
35% off total

<small>For Office Use Only</small>	<small>Payment Method</small>
Name of Rep: _____	<input type="checkbox"/> Check <input type="checkbox"/> Visa <input type="checkbox"/> Mastercard <input type="checkbox"/> Other

We accept payment via:

- Personal check
- Visa
- Mastercard
- By mail

Pipe Dream Contact Information
 Phone: (607) 777-2516
 Fax: (607) 777-2600
 e-mail: business@bupipedream.com
 Pipe Dream
 P.O. Box 6000
 Binghamton, NY 13902-6000

Terms
Advertiser may not change the working or design of an ad substantially once it has run. The arbiters of "substantiality" are the advertising manager, designates and superiors ("Pipe Dream"). All decisions of Pipe Dream are final. Pipe Dream reserves the right to reject ads for any reason. Advertiser agrees that disputes will be resolved only by issuing credit towards a future ad placement and that no refunds will be given by Pipe Dream. Advertiser agrees that ads will be placed and charged for the full length of the contract. Advertiser may request that the run of an ad be suspended, but no refunds, partial or otherwise, will be issued.

Please Sign _____ Date / /

715 pixels

Horizontal Banner Ad

This ad is a horizontal rectangle that appears at the top of all content pages. This includes every web page on the Web site except home page.

210 pixels

100 pixels