

ASTD Southeastern Wisconsin Chapter (SEWI-ASTD) can help you reach a targeted audience of 300 learning and development professionals, organizational development professionals, consultants and many others in the workplace learning & performance industry. With 65 years of experience as a chapter, you and your organization can gain visibility to our members and visitors.

Instructions: For each advertising vehicle (N/E, W, F, O), multiply the "Qty" x "Rate" and enter the total in the "Cost" column. Enter the "Grand Total" for all vehicles in **Box G**, then complete Contact & Payment sections on the page 2 of this form.

QTY	DISCOVERY NEWSLETTER/EMAIL ADVERTISEMENT	MEMBER RATE	NON-MEMBER RATE	COST
	Logo / link / text* in Discovery	\$150.00	\$200.00	
	Logo / link / text* in email blast	\$90.00	\$120.00	

For advertising in a monthly email or the quarterly Discovery, please supply your logo, your website's URL, and a "twitter-like" message (max. 140 characters) indicating what you'd like to feature as your most important benefit to our Learning and Development audience.

Example: [Click Here](#) to find out how we can help you make your presentations more effective and more cost-effective.

"Benefit" message (140-character max): _____

Website URL: _____

Discovery Newsletter Publication Months: February, May, August, November Discovery Newsletter Deadlines: 1st of the month prior to publication month Email Publication Dates: 1st and 15th of the publication month Email Deadlines: 3 weeks prior to the publication date of the 1st or 15th	TOTAL (N/E) Discovery Newsletter/ Email
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Discount for "Consecutive Issues" Newsletter/Email: 2 issues = 10%, 3 issues = 15%, 4 issues = 20%, 5+ issues = 25%

QTY	CHAPTER WEBSITE LINK	MEMBER RATE	NON-MEMBER RATE	COST
	Monthly Program Events page	\$90.00/month	\$120.00/month	
	Homepage w/ Description and Logo	\$150.00/month	\$200.00/month	
DEADLINE: 5 business days lead time for posting to website			TOTAL Website (W)	

QTY	FIND AN EXPERT	MEMBER RATE	NON-MEMBER RATE	COST
	Level 1: website visibility	\$175/year	\$300/year	
	Level 2: website visibility plus ready-to-post web ad—up to 2" wide and 3.75" tall (high-resolution 150+ pixels preferred and .jpg, .gif or .eps format required)	\$350/year	\$475/year	
	Level 3: website visibility plus Discovery newsletter and program visibility	\$525/year	\$650/year	
DEADLINE: 5 business days lead time for posting to website			TOTAL Find An Expert (F)	

QTY	Other Advertising Opportunities	MEMBER RATE	NON-MEMBER RATE	COST
	Job Posting (60 days website posting)	\$75	\$125	
	Mailing Labels (one time use)	\$100	\$150	
	Other ASTD Event (60 days website posting)	NA	Free	
	Non-ASTD Event (60 days website posting)	\$35	\$85	

DEADLINE: 5 business days lead time for posting to website and creating labels

	TOTAL # OF ADS PLACED		GRAND TOTAL (G)
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Southeastern Wisconsin Chapter ASTD (SEWI-ASTD) Advertising Policy

The Southeastern Wisconsin Chapter ASTD provides an advertising service to organizations and businesses in Southeastern Wisconsin promoting to individuals in the workplace learning & performance profession.

SEWI-ASTD Conditions

- Upon acceptance of the advertisement content, publication is dependent upon space availability (newsletter and chapter website).
- SEWI-ASTD publisher reserves the right to refuse or cancel any advertisement.
- Postings must represent actual current job openings, event, or content.
- Payment is due to the SEWI-ASTD office with the Advertising Order Form.
- Fee for renewal will be the same as for the original posting.
- The information provided will be used in its exact form. By submitting your advertisement, you are agreeing not to hold SEWI-ASTD responsible for errors. If, after your advertisement is posted, you need to make a change, SEWI-ASTD will input the change at your request for an additional \$25.
- In no event will the publisher be responsible for errors or omissions if the advertiser does not supply the correct copy by ad closing time (Discovery newsletter).
- The advertiser agrees to defend and indemnify the publisher against any and all liability, loss of expense incurred from claims of trademarks, trade names or patents, violations of rights of privacy and infringements of copyrights and proprietary rights resulting from the publication of the

Name: _____ Phone: _____ Fax: _____
Organization: _____ E-mail: _____
Address: _____ Website: _____
City, St Zip: _____ Date: _____

PAYMENT OPTIONS and AGREEMENT By signing this form, you agree to the SEWI-ASTD Policy and Conditions

<input type="checkbox"/> Check (payable to SEWI-ASTD)	Name on Credit Card _____
<input type="checkbox"/> VISA <input type="checkbox"/> Mastercard <input type="checkbox"/> American Express	Card Number _____
Send payment to the above address or fax number (Attn: Christopher Roper)	Exp Date _____ Security Code # _____
_____ Authorized Signature (required for all payment types)	_____ Date