



WISCONSIN EMS ASSOCIATION 2019 - DIGITAL ADVERTISING

TYPES OF ADVERTISING

Digital & Direct Advertising

- WEMSA Website - Display Ads
- Job Postings (WEMSA / ATC WI Website)
- Direct Email Marketing (Email Blasts)

Social Media / Promoted Posts

- Facebook Promoted Posts
- Twitter Promoted Posts



WEMSA Connection (Bi-Weekly Digital Newsletter)

- Sponsored Article
- Ad Content

ADVERTISING STATS

Digital & Direct Advertising

WEMSA Website

- Average Monthly Page Impressions: **26,000+**
- Average Monthly Unique Visitors: **4,300+**
- Average Monthly Clicks (Main Page): **1,800+**

Answer the Call (ATC) WI Website

- Average Monthly Page Impressions: **5,400+**
- Average Monthly Unique Visitors: **800+**
- Average Monthly Clicks (Main Page): **200+**

Direct Email Marketing (Email Blast)

- Email Blast to Full Membership: **Average 6,500+ Members**
- Average Email Opens: **22%+**

Job Postings

- Search Term Keywords including "Jobs" and "Employment" Rank: **Top 10**
- Average Monthly Employment/ Jobs Page Impressions: **650+**
- Average Monthly Unique Employment/ Jobs Page Impressions: **575+**

Social Media Advertising

- Facebook: 4,000+ Followers; Average Organic Post Reach: **2,300+**
- Twitter 1,000+ Followers; Average Tweet Impressions: **3,400+**

WEBSITE ADVERTISING

All rates are per month. Select preferred ad size and run time(s) below. Ads are due prior to the chosen months selected. Invoices will be sent electronically monthly for website advertising.

2019

- | | |
|-----------------------------------|------------------------------------|
| <input type="checkbox"/> January | <input type="checkbox"/> July |
| <input type="checkbox"/> February | <input type="checkbox"/> August |
| <input type="checkbox"/> March | <input type="checkbox"/> September |
| <input type="checkbox"/> April | <input type="checkbox"/> October |
| <input type="checkbox"/> May | <input type="checkbox"/> November |
| <input type="checkbox"/> June | <input type="checkbox"/> December |

Ad Size	Technical Size	1x	3x	6x	12x
<input type="checkbox"/> Banner Slider	960 x 180 px	\$250	\$200	\$175	\$150
<input type="checkbox"/> Leaderboard Header	728 x 90 px	\$150	\$130	\$110	\$90
<input type="checkbox"/> Leaderboard Footer	728 x 90 px	\$140	\$120	\$100	\$80
<input type="checkbox"/> Billboard	300 x 250 px	\$140	\$120	\$100	\$80
<input type="checkbox"/> Sponsor Slider	180 x 180 px	\$50	\$45	\$35	\$30

*Technical Sizes can be double (both width and height) for better resolution; but at a minimum must be the technical size stated.

SOCIAL MEDIA ADVERTISING

All rates are per package. Select preferred placement and package below.

Advertiser agrees and understands that there is no guarantee as to the number of post views, number of people reached, post engagements, or actions taken, etc. and does not hold WEMSA (Wisconsin EMS Association) responsible for accuracy of submitted posts/ re-shares/ etc. Social Media Advertising is at the discretion of the WEMSA staff if deemed not appropriate or do not represent the views or stances of the Wisconsin EMS Association and its staff and may be refused. In that event, there will be no charge and nothing will be posted/ shared. Data represented for each social media channel is to the best knowledge of the WEMSA staff and is updated periodically.

Ad Type	Facebook	Twitter	Both
<input type="checkbox"/> Promoted Post (Direct Post - Image, Video, Link)	\$50	\$25	\$65
<input type="checkbox"/> Content Share/ Retweet	\$30	\$20	\$40

_____ Please Initial Agreement

Facebook Followers: 4,000+
Twitter Followers: 1,050+

Date to be Posted _____

DIRECT EMAIL ADVERTISING

E-Mail Blasts may be scheduled at any time and are charged per e-mail blast. This blast is facilitated through WEMSA's back-end ESP (Email Service Provider), no email addresses will be provided directly to the advertisers. Email blasts are sent to current WEMSA membership (nearly 7,000 members).

Email Date _____

Email Time _____

Email Package	1x	2x	3x
<input type="checkbox"/> Email Blast to Entire WEMSA Membership	\$195	\$350	\$500

JOB POSTINGS

All rates are per package. Select preferred placement and package below.

Start Date _____

End Date _____

Online Listing Length	Cost
<input type="checkbox"/> 30 Days	\$85
<input type="checkbox"/> 60 Days	\$115
<input type="checkbox"/> 90 Days	\$180
<input type="checkbox"/> 120 Days	\$275

WEMSA CONNECTION

All rates are per package. Select preferred placement and package below.

Start Date _____

Email Package	1x	2x	4x
<input type="checkbox"/> WEMSA Connection E-Newsletter	\$25	\$40	\$80



WISCONSIN EMS ASSOCIATION ADVERTISING ORDER FORM & AGREEMENT

TYPES OF ADVERTISING

Contact Name _____

Company Name _____

Address _____

Phone _____

City _____

Email _____

State, ZIP _____

Questions? Contact Us!

Wisconsin EMS Association

26422 Oakridge Dr | Wind Lake, WI 53185

Ph: 414-431-8193 | Fax: 414-431-8744

Email: wemsa@wisconsinems.com

PAYMENT OPTIONS

Please indicate payment method:

Please bill our credit card
(+3% credit card processing fee)

Visa

MasterCard

Discover

Amex

Please Invoice Me

_____ **Card Number**

_____ **Expiration Date**

_____ **3-Digit Code**

_____ **Billing Zip Code**

_____ **Cardholder Signature**

Contract Terms and Conditions

All advertisements are accepted for placement, publication or electronic transmission entirely upon the representation that the agency and/or the advertiser is/are properly authorized to publish the entire contents and subject matter thereof. It is understood that, in consideration of the placement, publication or electronic transmission of advertising, the advertiser and/or agency will fully hold harmless and fully indemnify the Wisconsin EMS Association from and against any and all claims, demands, suits, actions, proceedings, recoveries or expenses of any nature whatsoever, including reasonable fees of counsel selected by the Wisconsin EMS Association, arising directly or indirectly from the placement, publication or electronic transmission of any advertisement, information and content (including but not limited to claims of infringement of copyright or trademark or claims of libel or invasion of privacy) or based upon or arising out of any matter or thing contained in any advertisement.

Publishing errors, including, but not limited to, typographical errors, having no significant effect on the editorial content or design characteristics of the Products and Services, cannot be considered a reason for rejecting delivery or modifying the agreed price. Should an error occur in an Advertisement which is to be repeated, it is the responsibility of the Advertiser to inform the Wisconsin EMS Association in writing of the error within seven days upon receipt of the initial invoice and tear sheet in which the Advertisement appeared. If this is not done, and the incorrect Advertisement is repeated, the Advertiser remains liable for the full price of the repeated Advertisement.

In all cases, other than those above, if an error occurs which is clearly the fault of the Wisconsin EMS Association, compensation may be considered up to but not exceeding the price of the relevant Advertisement. Claims for consequential loss exceeding that price cannot be considered. The basis on which any compensation shall be agreed is that of a percentage refund of the relevant amount equal to the percentage loss of response which can be reasonably attributed to the error.

The Advertiser is solely responsible for submitting the Copy and other materials for the Advertisement within the agreed copy deadline and in accordance with the technical specifications. The Wisconsin EMS Association reserves the right to charge the Advertiser for work required to amend the materials to conform to its specifications, but accepts no liability for such work. If copy instructions and materials are not received by the Wisconsin EMS Association before the copy deadline, the Wisconsin EMS Association reserves the right to repeat the copy last used. If no previously supplied copy can be used, the Advertiser will incur forfeiture of the space booked at full cost. Copy deadline extension may be granted in the sole discretion of the Wisconsin EMS Association and must be given in writing in order to be valid.

The Advertiser agrees that in the event they or a designated representative fails to fulfil their portion of the above agreement, the advertiser will pay for all space used during the term of this Contract at the single issue prevailing rate. All terms and technical specifications stated in the advertising Rate Card shall be part of this agreement. This agreement is not transferable and good only for the business or entity named as the Advertiser.

Signature of Authorized Company Representative

Date