

Golden Eagle Log Homes Resource Directory Advertising

Instructions

1. *Customer Information* form
 - a. Enter your company's contact information in the appropriate fields
 - b. Only one copy of this form needs to be submitted with the ad order.

2. *Ad Information* form
 - a. Complete a copy of this form for each ad and/or ad type (line, enhanced line, banner or tower) you are purchasing.
 - b. Ad Type – Check the box for the ad type. ONE ad type per form please!
 - c. Ad Name – The name that you will use to refer to this ad. This field allows you to distinctly identify each of your ads but *the name does not appear anywhere in the ad when shown*.
 - d. Ad Title – This text is the 1st line of Line & Enhanced-line ads
 - e. Ad Leader – This text is the 2nd line for Line & Enhanced-line ads as well as the “hover text” for banner and tower ads. This is where you put your “catchy” text.
 - f. Web URL – This is the link that you want visitors to go to when then click on your ad. Please verify that the link works! Golden Eagle Log Homes will not be responsible for invalid links provided to the resource directory.
 - g. Email – This is the email address you want visitors to see in the “More Information” area of Line & Enhanced-line ads.
 - h. Telephone – The telephone number where visitors seeing this ad should call for further details.
 - i. Graphic File – Tower, Banner and Enhanced-line ads require the appropriate graphic. You must supply the graphic file to us either via email or on storage media (disc, CDROM, DVD, etc.). Graphic sizes are outlined on the next page. Acceptable graphic files are .gif, .jpg/.jpeg and .png file formats only. We will not support Flash-based ads.
 - j. Start Date – The date you would like the ad to “go live”. Please note that no ads will be shown until payment has been processed and will automatically expire 12 months from the date they become active.
 - k. Cost – The cost for this ad type only! The cost for the ad is dependent on the number of categories and the type of ad. The total of your payment will be the total of the cost for each ad type.
 - l. **Remember to include a separate copy of this form for each ad in your order!**

3. *Website Ad Categories* form
 - a. Mark the categories where your ad should appear. Note that **each category is considered a distinct ad and will incur the fees for that ad type**. New categories can be added to the directory for your ad as needed or requested.
 - b. A categories sheet must accompany each individual ad! Ad types and associated fees are shown on the next page.
 - c. **Remember to include a separate copy of this form for each ad in your order!**

4. Print a copy of the forms for your records and a copy to accompany payment. Send the form and payment for the order to:

Golden Eagle Log Homes
Attn: Log Home Resources Advertising
4421 Plover Road
Wisconsin Rapids, WI 54494

Current Advertising Types and Rates

Ad Type	Description
Tower Ad \$2400.00 per year & per category	This is the largest of the graphical ad spaces at 160 pixels tall by 600 pixels high. Tower ads appear on the right-hand of directory detail pages. Exposure is on a per-category subscription basis with priority exposure available. Tower Ads are limited to 10 spots appearing in rotation!
Banner Ad \$1200.00 per year & per category	Banner ads are 468 pixels wide by 60 pixels tall and appear at the beginning of the Enhanced Line and Line ad listings. Exposures are on a per-category subscription basis with priority exposure available. Banner Ads are limited to 10 spots appearing in rotation!
Enhanced Line Ad \$360.00 per year & per category	Enhanced line ads feature a graphic 100 pixels wide 60 pixels tall next to your line ad copy.
Standard Line Ad \$300.00 per year & per category	Line ads feature your ad leader, ad copy and one contact listing each for website, email and telephone (3 contact listings total). Website and email contacts are click-thru.
We reserve the right to approve and/or deny all ads submitted before ads are shown on the website. For more information and current ad rates please contact our advertising sales staff	

BANNER ADS
468 PIXELS WIDE BY 60 PIXELS HIGH
\$1200 PER YEAR

ENHANCED LINE ADS
160 PIXELS WIDE BY 600 PIXELS HIGH
\$360 PER YEAR

STANDARD LINE ADS
160 PIXELS WIDE BY 600 PIXELS HIGH
\$300 PER YEAR

TOWER ADS
160 PIXELS WIDE BY 600 PIXELS HIGH
\$2400 PER YEAR

Customer Information

Company Name:

Address 1

Address 2

City

State

Zip

Telephone:

Notes

Ad Information				
Ad Type:	Standard Line	Logo Line	Banner Ad	Tower Ad
Ad Name:				
Ad Title:				
Ad Leader:				
Web URL:				
Email:				
Telephone:		Graphic File:		
Start Date:		Cost:		

Advertising Categories

Each category selected incurs a fee for the total ad cost!

Show In	Categories
	Construction Services
	Construction Services > Electrical
	Construction Services > Excavating
	Construction Services > Flooring
	Construction Services > Landscaping
	Construction Services > Painters & Stainers
	Construction Services > Roofing
	Financing & Realty Services
	Financing & Realty Services > Log Home Financing
	Financing & Realty Services > Log Home Realtors
	Financing & Realty Services > Lots & Acreage
	Financing & Realty Services > Waterfront Property
	Log Home Lifestyle
	Log Home Lifestyle > Clothing & Outfitters
	Log Home Lifestyle > Electronics
	Log Home Lifestyle > Electronics > Home Networking
	Log Home Lifestyle > Electronics > Home Security Systems
	Log Home Lifestyle > Electronics > Home Theater Systems
	Log Home Lifestyle > Home Decór
	Log Home Lifestyle > Home Decór > Artwork
	Log Home Lifestyle > Home Decór > Bedding
	Log Home Lifestyle > Home Decór > Furnishings
	Log Home Lifestyle > Home Decór > Interior Decorators
	Log Home Lifestyle > Home Decór > Lighting
	Log Home Products
	Log Home Products > Appliances
	Log Home Products > Cabinetry
	Log Home Products > Caulk & Chinking
	Log Home Products > Cleaning Solution
	Log Home Products > Cleaning Solution > Stone Products
	Log Home Products > Cleaning Solution > Stone Products > Cultured Stone
	Log Home Products > Cleaning Solution > Stone Products > Marble & Granite
	Log Home Products > Cleaning Solution > Wood

