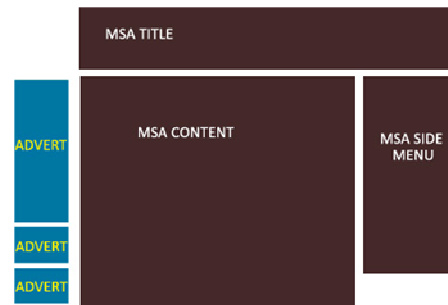


## Guidelines for Advertising on the MSA(UK) website

These guidelines apply to all advertisements that may go on the MSA(UK) website.

### Advert placement

- There will be 2 major advert spaces available as marked in blue on the image on the right. The larger skyscraper banner space will show once such banner per page display. The smaller box banners may stack up to 5 different adverts per page display. The location of the advert spaces and the numbers may change slightly upon future MSA(UK) website redesigns.



- Each advert space on the website may be shared by up to a maximum of 10 different advertisers and any given advert will be displayed once per page view.

### Advert Images and Prices

- Graphics should be developed and given to us as optimized JPG/PNG or Adobe Flash files.
- Graphics should adhere to the dimensions given below.
  - 160 x 600 pixel "wide skyscraper" @ £ 35/- per month
  - 180 x 150 pixel "rectangle" @ £ 15/- per month
- Advertiser may change the image used ONCE a month and no more.
- Advert images will have to be approved by the outgoing MSA(UK) Central Committee.

### Payment

- Payments are to be made monthly.
- There is a minimum two month term required but no maximum.
- Payment for the month should be paid out to MSA(UK) before service is rendered.