



tlca.org

Web Banner Advertising Agreement

Date _____

Name of Business _____

Contact Person _____

Street _____

City, State, Zip _____

Telephone _____ Fax _____

Email address _____

Banner Ad

Size & Location _____ Cost _____

Banner1: _____ click-thru link: http:// _____

Banner2: _____ click-thru link: http:// _____

Banner3: _____ click-thru link: http:// _____

Terms: All web advertising accounts are to be paid for in advance, and will become active the first day the banners are included in the site rotation. TLCA accepts Visa, MC, Amex, company checks or PayPal (to tlcatreasurer@hotmail.com)

Payments can be made to:
Toyota Land Cruiser Association, Inc
7337 Hudson Way
Centennial, CO 80122
(800) 655-3810

Or make payments online at tlca.org

File Information: TLCA accepts JPG, GIF or PNG format banners only. 25K for Jumbo banners, 15K for Standard size. Animated GIF files are acceptable. Popup banners are NOT allowed. Ads containing nudity or graphic language are NOT allowed. Please submit ads directly to advertising@tlca.org.

Changes/Cancellations: Advertisers may change their ads as frequently as they desire for no charge. Ads may be canceled at any time, however no credit will be given for canceled ads.

It is the advertisers responsibility to submit ads according to our sizes and mechanical requirements. If you require assistance with the designing/production of an ad, please contact the advertising office for a referral.

Signature _____

Chris Hatfield
Advertising Sales Manager

Please return completed contracts to:
23600 E. Maple Hills Avenue
Parker, CO 80138
USA

Tel: 720-230-6951
advertising@tlca.org



tlca.org

Media Kit

About

tlca.org is the website of the Toyota Land Cruiser Association (TLCA) which is a 4 wheel drive organization open to all **Toyota 4 wheel drive vehicles**, including all models of Land Cruisers, FJ Cruisers, 4-Runners, and 4x4 trucks. Founded in 1976, TLCA has grown from a handful of people to a vibrant organization of more than 4,000 members world-wide who champion the history and tradition of the Land Cruiser and other Toyota 4WD vehicles. The TLCA is family-oriented, promotes responsible off-highway travel, and advocates environmentally conscious multiple use of public lands.

Available ad spaces

Advertisers will receive ad statistics via email once a month unless requested otherwise. Ads are sold on a fixed rate basis and duration starts when the web banner is activated. Ads may be purchased and renewed online at www.tlca.org/advertising.

Banner Ad Units:

1. Top Ad - Top of page, above the fold (728x90)

Rates:

Full-year	\$300
Half-year	\$165
3-months	\$90
1-month	\$35

Expected Results

tlca.org represents a unified group of Toyota 4-Wheel Drive enthusiasts and will be successful in promoting a wide range of products. The newly re-designed **tlca.org** has allowed us to reach an even greater audience. With features like online classified ads, web forums and on-line access to Toyota Trails magazine, we are experiencing a steady increase in traffic volume to the website from existing as well as prospective members. As such, purchasers of **tlca.org** web banners are likely to get an exceptional value for the dollar.

Contact Information

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