

# **Maui Association of Landscape Professionals (MALP) Website On-line Advertising**

## **Terms and Conditions** 05.07.2016

### **Prices and Terms Subject to change without notice.**

Please write [webmaster@malp.org](mailto:webmaster@malp.org) with questions

#### **Terms of Payment:**

By check made in full to “Maui Association of Landscape Professionals” and mailed to:  
MALP  
P. O. Box 2099  
Wailuku, HI 96789

Prices and terms can change anytime. Renewal payment is due 1 week prior to expiration of the ad duration other wise the ad will be replaced at the end of its term.

#### **Banner Ad Specifications (728px x 90px leaderboard--\$800 annually, 160px x 600px skyscraper-\$800 annually, 125px x 125px button-\$400 annually)**

Image ad files must be 50K or smaller. Flash, jpg, gif, png, are the only file types accepted. Files and links should be sent to [webmaster@malp.org](mailto:webmaster@malp.org)

During the course of an advertising run the Leaderboard, Skyscraper, and Banner ads, can be exchanged/revised 3 times no charge. Minimum ad run is one year and can be placed anytime. In the event of an upgrade the full number of replacements will be allowed less the replacements that have already occurred at the lower rate. There will be a \$50 charge each additional replacement. If an upgrade is requested the additional time at the new rate will be prorated depending on the duration requested. Changes will require 1 week notification. Ad placement is on a “first come first served” basis. Any advertisement can be removed by the advertiser anytime but there will not be a refund for unused time.

#### **Membership Directory Logo (\$100 one-time fee)**

Each reference to the member and their company in the membership directory and the industries directories will have a 125px x 125px logo placed by it. The ad run expires with membership and can be placed anytime.

#### **Classified Ad Specifications (\$65 one-time setup fee for members, \$80 a month for non-members)**

Text is limited to 12,000 characters unformatted and 7 images including logo. The logo’s dimensions are 125px x 125px and the images shall be no more than 840 pixels on the longest side. The ad run expires with membership and can be placed anytime. Each initiation of a classified advertisement or modification of a classified advertisement requires a \$35 setup fee.

#### **Custom Sized Ads**

We encourage original marketing concepts and will consider custom ad sizes and technology on a case by case basis.

**Advertising rates and Online Advertising Locations**

Advertisement Type and Size	Advertisement Rates	Advertisement Location
Leaderboard 728px x 90px	Annually: \$800.00	Top Pages
Skyscraper 160px x 600px	Annually: \$800.00	Right Sidebars
Skyscraper 160px x 600px	Annually: \$800.00	Left Sidebars
Banner 728px x 90px	Annually: \$800.00	Rows above Buttons
Button 125px x 125px	Annually: \$400.00	Bottom all pages except classifieds and single posts.
<b>MISCELLANEOUS</b>		
Classified Ads Plain text and 6 Images including logo	Monthly: \$80.00 for non-members. MALP members— No recurring charge \$45 setup fee Renews with membership.	Classified Pages
Members Directory Logo 125px x125px	\$100 Annual Fee. Renews with membership.	Appropriate Membership and Directory Pages.

**Leaderboard Sidebar Sample**

The image shows a screenshot of the MALP website with several advertisements highlighted and labeled:

- HAWAII GROWER PRODUCTS:** A green banner at the top with contact information and a tagline "We're on the Cutting Edge of Horticulture".
- 728px x 90px Leaderboard:** A callout box pointing to the Hawaii Grower Products banner.
- MALP Educational Meetings:** A vertical advertisement on the left side with the MALP logo and text: "MALP Educational Meetings", "Open to the Public! Raffles \* Puupuus", "4th Tuesday every other Month at the CTHAR Extension".
- 160px x 600px Skyscraper:** A callout box pointing to the MALP Educational Meetings advertisement.
- MALP Industries:** The main header of the website.
- Excavation and Hauling:** A text-based advertisement in the center.
- Hillbilly Tilling:** An advertisement for "HILLBILLY TILLING MAUI" featuring a tractor loader backhoe dozer and the phone number "808-264-0824".
- 160px x 600px Skyscraper:** A callout box pointing to the Hillbilly Tilling advertisement.
- MORBARK WOOD HOG 2600:** A vertical advertisement on the right side showing a red wood hog machine.

Bottom Banner and Button Sample



This image shows a website footer layout. On the left, there is a vertical column of three "Expert Speakers" with their names and photos: Ann Emmsley, Dr. Angela Kepler, and Mike Biletz. To the right is a contact box for Billy Medeiros at Mauka Landscapes LLC, including the address, phone number, and email. Below this is a note to contact the webmaster for errors. A callout box points to a "728px x 90px Leaderboard" area. The main banner features the "MAUI ASSOCIATION OF LANDSCAPE PROFESSIONALS" logo. Below the banner are several logos: HGP, GET landscape industry certified MAUI LICIT, Find MALP On Facebook, and a "Ness TURF EQUIPMENT" logo. At the bottom are logos for the Mayor's Office of Economic Development Maui County and the Maui County Farm Bureau. A callout box points to a "125px x 125px Button" which is a small image of a red Morbark machine.

Members Directory Logo



This image shows a website advertisement page for MALP Industries. On the left is a sidebar with "MALP Educational Meetings" information, including dates, location, and topics, along with an "Expert Speakers" section featuring Heidi Bornhorst. The main content area is titled "MALP Industries" and "Excavation and Hauling". It features a "Member Logo" for Jason Dagenhardt at Hillbilly Tilling, which includes a photo of a yellow tractor loader backhoe and contact information. Below this is another contact box for Billy Medeiros at Mauka Landscapes LLC. On the right is a vertical advertisement for "MORBARK WOOD HOG 2600" by Ness Turf Equipment, featuring a photo of the machine and the slogan "MORBARK DOES IT ALL".