

Editorial Mission

The Mission of the African American Communication and Collaboration Council (AACCC) is:

To provide support to positive efforts conducted with and on behalf of the African American Community of Greater Madison, Wisconsin;

To establish mutually beneficial relationships between African American organizations of Greater Madison, Wisconsin, and;

To establish an ongoing dialogue concerning common issues of the African American Community of Greater Madison, Wisconsin.

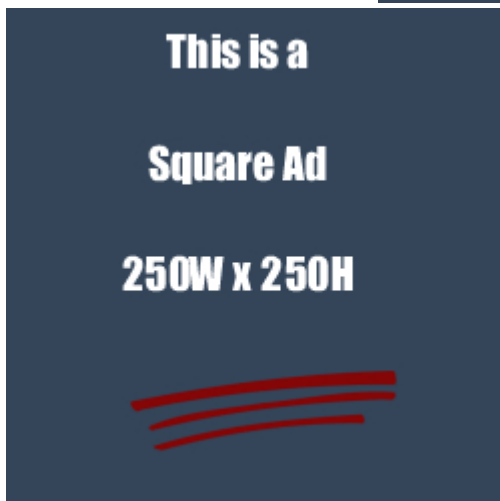
Providing news, activity announcements and opportunities to our Community are the charters of the AACCC Advertising Program. We believe these times call for a cadre who understand the importance of juxtaposing a healthy work/life balance. Our Community needs a much more compelling flow of information than ever before to be armed with skills to meet the demands of an ever-changing society and up-to-date, timely information to stay in step with a dynamic and sometimes demanding work/life environment.

The AACCC website is ranked #1 on Google, AOL, Yahoo, and Bing for keyword term "African American Communication Madison" and is referenced by more than 3,500 individuals in the Greater Madison, Wisconsin, area each month!



General Display Advertising Specifications & Pricing

Business Card	Small Rectangle	Square	Medium Rectangle	Large Rectangle	Half Page
Approximate Dimensions 3.5"W x 2"H	Approximate Dimensions 2.4"W x 2"H Pixels 180W x 150H	Approximate Dimensions 3.33"W x 3.33"H Pixels 250W x 250H	Approximate Dimensions 4"W x 3.33"H Pixels 300W x 250H	Approximate Dimensions 4.48"W x 3.73"H Pixels 336W x 280H	Approximate Dimensions 8"W x 4"H Pixels 600W x 300H
1-Month Static Display					
\$150	\$175	\$200	\$225	\$250	\$300
3-Month Static Display					
\$405	\$465	\$540	\$605	\$675	\$810
6-Month Static Display					
\$810	\$945	\$1,080	\$1,215	\$1,350	\$1,620
9-Month Static Display					
\$1,215	\$1,415	\$1,620	\$1,820	\$2,025	\$2,430
12-Month Static Display					
\$1,620	\$1,890	\$2,160	\$2,430	\$2,700	\$3,240



This is a

Large Rectangle Ad

336W x 280H



This is a

Half Page Ad

300W x 600H



General Display Advertising Guidelines

- Prices are the same for black & white as well as color ads.
- Display advertising refers to a static image on the home page of the African American Communication & Collaboration Council Website: africanamericancommunication.com.
- **Classified ads do not fall into this category**; please see below for Classified Advertising Specifications.
- All dimensions referenced above are in pixels, except for Business Card, which is an exact replica of your standard-sized business card. Standard-sized business cards are 3 ½"W x 2"H.
- Upon request, the advertisement may be hyperlinked to the Advertiser's website.
- All advertising fees are in U.S. Dollars.

Classified Advertising Specifications

- Classified ads are \$1.50 per word and are good for two (2) weeks. There is a 25-word minimum on all Classified Ads.
- The term "word" includes actual words, spaces and punctuation.
 - *The sentence above is 21 "words."*
- Classified ads are text only and may include a hyperlink to the advertiser's website and/or e-mail address.
- When you purchase Classified advertisement, you will be asked to verify when your Classified Ad should begin. It will be taken offline 2 weeks from that date.

Terms of Service

- All advertising space must be paid for in advance using our online reservation system. **No other form of correspondence other than our online reservation system will officially reserve advertising space.**
- Advertiser is responsible for meeting all deadlines.
- Advertiser understands that no refunds will be given after an online advertising reservation has been confirmed EXCEPT if the Publisher rejects the advertisement.
- Advertiser must submit to advertising@africanamericancommunication.com all ad materials in the form of an electronic picture file (e.g., JPG, GIF) or PDF within one week of reserving the online advertising space.
- The Publisher reserves the right, without liability, to reject, omit or exclude any advertisement for any reason, at any time, without notice to Advertiser or Advertising Agency, and whether or not such advertisement was previously acknowledged, accepted and/or published. Advertiser will receive a full refund of their advertising purchase if their advertisement is rejected.
- Orders for specific web page positions are accepted as requests only. The Publisher shall not be bound by such requests and has the right to determine the actual web page position.
- Advertisers and/or their Advertising Agencies are liable for all contents of advertisements and also are responsible for any claim arising therein against the African American Communication and Collaboration Council (AACCC) and/or its subsidiaries, assigns, and/or its principals. The Publisher reserves the right to hold an Advertiser and/or its Advertising Agency fully liable for such monies that are due and payable to the Publisher.

Publisher Contact Details

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