liberal religion and life
uuworld.org

Online Advertisement Order and Contract

Organization or Business Name: _____

Contact Person: _____

Phone number: ( ) _____ Ext. _____ Fax: ( ) _____

E-mail address: _____

Billing address: _____

City: _____ State: _____ Zip: _____

☐ This is a new advertisement.
☐ Please re-run our previous advertisement. **Description:** _____

Start Date *(specify a date or indicate "ASAP")* _____

uuworld.org Banner Ads

	Pricing Plan *(Choose one)*		Duration *(Choose one)*		
Ad Size	Online only	Bundled with a *UU World* print ad[2]	☐ Expire by # page views[3]	☐ Expire on this date	☐ Run until cancelled
☐ Tall 120 x 240	☐ $20 CPM[1]	☐ $10 CPM			
☐ Wide 160 x 90	☐ $15 CPM	☐ $7.50 CPM			
☐ Square 125 x125	☐ $15 CPM	☐ $7.50 CPM			

Destination URL: _____

[1] "CPM" = Cost per 1,000 page views (not clicks)
[2] You have a print ad in the current or one of the previous two issues. (Minimum size 1/6 page for "Tall"; 1/12 page for "Wide" or "Square")
[3] Estimated average page views per month = 8,500 to 10,000

uuworld.org Text Ads ($7.50 CPM[1])

Duration *(Choose One)*: ☐ Expire by # of page views[3]: _____ ☐ Expire on date: _____ ☐ Run until cancelled

Headline (25 characters max.): _____

Text (50 characters max.): _____

Destination URL: Headline: Linkline:

Designer or Design Firm: _____ **Ph:** _____ **Email:** _____

☐ **Check or click box to acknowledge:** *A deposit of $50 is due with this order, credited to your first invoice. Subsequent invoices will be sent monthly with payment due in thirty (30) days.*

Your Name: _____

Payment Method:
☐ Check payable to *UU World*
☐ MasterCard
☐ Visa
☐ UUA Account #: _____

For credit card payments: (credit card number may be phoned in if preferred)
Name on card: _____
Card Number: _____ - _____ - _____
Expiration Date:

Office use:

Accepted for *uuworld.org* by:	Date:

UU World Advertising: Laura Randall, Advertising and Production Assistant
25 Beacon Street, Boston MA 02108 ▪ (617) 948-6502 ▪ Fax: (617) 742-7025 ▪ advertising@uua.org