



Website: www.heronslandinghoa.org
Email: admin@heronslandinghoa.org

Heron's Landing at The River Homeowners' Association (HOA),
Inc. c/o Heron's Landing HOA
ATTN: Website Ad
P.O. Box 1503, Radford, Virginia 24143
Email: admin@heronslandinghoa.org

Order Form for Ads

(Banner Ads, Column Ads, Community Bulletin Board Ads)

SEE DETAILED DESCRIPTIONS & SAMPLES OF EACH AD TYPE, BELOW

1. To order an ad(s), please complete the following information, check the ad you wish to purchase, sign the acknowledgement, and mail this form (pages 1 & 2) along with your remittance to the address above.
2. Submit your draft ad, write-up/narrative and photo/image, as applicable, via email to: admin@heronslandinghoa.org or by US Mail to the address listed above.

Date: _____

Name: _____ Email Address: _____

Street Address: _____ Phone: _____

Town: _____ State: _____ ZIP Code: _____

I wish to order:

\$150: Banner Ad – Appears ONLY on the Home Page [only ONE ad is available ; runs 1 year]

\$100: Banner Ad – Appears ONLY on the Events & Bulletin Board Pages [only ONE ad is available; runs 1 year]

\$50: Column Ad – Appears on the Home Page & All Other Public Pages [up to FIVE ad; runs 1 year]

\$10: Bulletin Board Ad – Appears ONLY on the Bulletin Board Page; [Unlimited number of ads (within reason); runs 60 days or upon expiration date of the ad and/or event]
with

photo, add \$25

Note: There is no charge for Bulletin Board Ads submitted by Heron's Landing HOA members/owners.

ACKNOWLEDGEMENT

I understand that I will provide HLHOA with the content, i.e., descriptions, graphics, logos, desired font styles and preferred colors, (basic ads use arial/black type) etc., preferably in digital format (Microsoft Word or Works or WordPerfect (for descriptions/text) and either PDF and/or JPEG (prefer) formats for images and graphics to design my ad. The minimum resolution for graphics: 200 dpi; for text: 72 dpi. By my signature, I authorize the HOA to use my logo and other materials I provide to the HOA for the purpose of designing my ad, and I assume all responsibility for the copyright protection of these materials. If I provide photographs of individuals, I acknowledge that I have the permission of those individuals to publish the photos by a third-party, i.e., HOA.

Upon receipt, my basic ad will be formatted to fit the design of the HLHOA website, and the edited ad will be returned to me for my approval. Upon approval, I will notify the HLHOA of my approval, and the ad will be posted on the HOA website within 15 business days.

I understand that the HLHOA Board of Directors reserves the right to reject any client-supplied content that does not meet publication standards and/or does not comply with HLHOA policies. Payment is due upon posting of the ad and/or coupon.

I will pay by personal or business check (enclosed), payable to:

“Heron’s Landing HOA, Inc.”

Signature

Printed Name

Date

Enclosures:

Sample Ads:

\$150: Banner Ad - Home Page

Note: This Home Page will be the first web page seen by the public and or owners visiting the HLHOA website. This will be a single ad (i.e., no multiple rotating/Flash ads). "First Come – First Served."

This ad will run one year upon receipt or upon client termination, in writing via email or postal mail. The ad may include a photo/image/logo, limited description, website and/or email link, as provided by the client, and must meet the specifications (described above), and accepted by the HLHOA Board of Directors. The ad will occupy approximately 600 (width) x 75 (height) pixels; see sample, below:



\$100: Banner Ad – Events & Bulletin Board Pages

This ad will run one year upon receipt or upon client termination, in writing via email or postal mail. The ad may include a photo/image/logo, limited description, website and/or email link, as provided by the client, and must meet the specifications (described above), and accepted by the HLHOA Board of Directors. The ad will occupy approximately 600 (width) x 75 (height) pixels; see sample, below:



\$50: Column Ad - Home Page and ALL Public Pages

Note: There will be no more than five (5) column ads per page; the order of placement (top to bottom) will be "first come, first serve."

This ad will run one year upon receipt or upon client termination, in writing via email or postal mail. The ad may include a photo/image/logo, limited description, website and/or email link, as provided by the client, and must meet the specifications (described above), and accepted by the HOA Board of Directors. The ad will occupy approximately 120 (width) x 175 (height) pixels; see sample, below:



\$10: Bulletin Board Ad; with photo, add \$25

Note: At this time, there will be no limit to the number of ads placed on the HLHOA Bulletin Board; the categories will be arranged by the webmaster; the order of placement (top to bottom) within each category will be “first come, first serve.” There may be extra pages, depending upon the number of categories and items/services offered.

There is no charge for Bulletin Board Ads submitted by Heron’s Landing HOA members/owners.

This ad will run 60 days upon receipt or upon client termination, in writing via email or postal mail.

The ad may include a photo/image/logo, limited description (maximum: 50 words), website and/or email link, as provided by the client, and must meet the specifications (described above), and accepted by the HLHOA Board of Directors.

The ad will have no more than 50 words (in most cases, the original narrative will be edited and/or abbreviated); the accompanying graphic/photo will occupy no more than 150 (width) x 150 (height) pixels [thumbnail] on the page – a separate “blow-up” page will be linked to the thumbnail that will not exceed 600 (width) x 600 (height) pixels, depending upon the graphic’s/photo’s original resolution; see sample, below.

Car for Sale: Vintage 1957 Chevy.
Convertible. All maintenance records.
Only 50,000 miles. \$10,500.
Call 540-xxx-xxxx.

