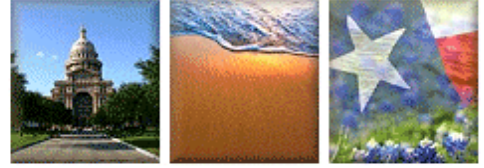




Texas Society for  
Medical Services Specialists



## TSMSS Offers Advertising on its Website!

**Finally, here's your chance to reach TSMSS members year-round...a perfect complement to your exhibit and sponsorship at the TSMSS Annual Conference!**

It is important to you and your business to reach the right people at the right time...and one of the key principles of successful marketing is that your message must reach your target audience of the "right people" repeatedly in order for your message to be recognized and acknowledged by the maximum number of prospective clients or customers.

TSMSS has created exceptional new opportunities for you to accomplish your objectives by reaching out to TSMSS members on an ongoing basis. Our membership is approaching 600 medical services specialist professionals, people who make or strongly influence decisions to buy a vast array of products and services. For the majority of them, the TSMSS Conference, *TSMSS On-Line* Newsletter, and the TSMSS website are their primary connections to vendors, so reaching these important prospects is key to your success in the Texas marketplace. Our new opportunities are designed to be extremely effective adjuncts to participation in the TSMSS Annual Conference.

Web Sponsorship Banner* .....	\$2,500
Web Banner** (one month) .....	\$100
Web Banner** (six months) .....	\$550
Web Banner** (twelve months) .....	\$1,000

\* Web Sponsorship banner is limited to ONE sponsor and is first-come, first served. The banner is placed on the home page, under the TSMSS banner but above page content, for a 12-month term.

\*\* Web banners placed under the TSMSS banner but above page content of INTERNAL pages, not on home page. Rates by ad type and period are:

Month	Home Page Banner	Education Page	Career Posts Page	Chapters Page	Directory Page
Full Year	\$2,500.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00
Six Months	NA	\$550.00	\$550.00	\$550.00	\$550.00
January	NA	\$150	\$100	\$100	\$100
February	NA	\$150	\$100	\$100	\$100
March	NA	\$150	\$100	\$100	\$100
April	NA	\$150	\$100	\$100	\$100
May	NA	\$150	\$100	\$100	\$100
June	NA	\$150	\$100	\$100	\$100
July	NA	\$150	\$100	\$100	\$100
August	NA	\$150	\$100	\$100	\$100
September	NA	\$150	\$100	\$100	\$100
October	NA	\$150	\$100	\$100	\$100
November	NA	\$150	\$100	\$100	\$100
December	NA	\$150	\$100	\$100	\$100

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**TSMSS Website**  
**Banner Ad Contract Rate Card #1**  
**Must be Completed Before Ad Will Run**

**Company:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City/State/Zip:** \_\_\_\_\_

**Telephone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

**Email Address:** \_\_\_\_\_

**Internet URL Address to Which Ad Should Hyperlink:** \_\_\_\_\_

**Name of Person Authorizing Banner Ad:** \_\_\_\_\_

The company ("Advertiser") indicated above hereby contracts with the Texas Society for Medical Services Specialists ("TSMSS") to place a banner advertisement on the page(s) of the TSMSS web site at [www.tsmss.org](http://www.tsmss.org) and for the period(s) indicated below. Advertiser acknowledges that TSMSS provides this advertising opportunity without warranty as to the number of times the Advertiser's banner advertisement is viewed, nor the number of times the Advertiser's banner advertisement will result in a "click through" to Advertiser's web site.

TSMSS reserves the right to refuse to post advertisements which, in its sole discretion, are inappropriate for the TSMSS web site or which, in the opinion of TSMSS, may be considered offensive to site visitors. TSMSS warrants that its web site will operate at least 95% of the time; in the event that the web site is down more than 5% of the time in any month in which Advertiser's banner advertisement is running, TSMSS will refund a pro rata portion of Advertiser's payment.

Circle the fees for the month(s) during which you wish to advertise. (to view sample ads, for sizing, visit [www.tsmss.org](http://www.tsmss.org) and [www.tsmss.org/education.html](http://www.tsmss.org/education.html))

Page/Month	Home Page	Education	Career Posts	Chapters	Directory
	Sponsor Banner				
Full Year	\$2,500.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00
Six Months	NA	\$550.00	\$550.00	\$550.00	\$550.00
January	NA	\$100	\$100	\$100	\$100
February	NA	\$100	\$100	\$100	\$100
March	NA	\$100	\$100	\$100	\$100
April	NA	\$100	\$100	\$100	\$100
May	NA	\$100	\$100	\$100	\$100
June	NA	\$100	\$100	\$100	\$100
July	NA	\$100	\$100	\$100	\$100
August	NA	\$100	\$100	\$100	\$100
September	NA	\$100	\$100	\$100	\$100
October	NA	\$100	\$100	\$100	\$100
November	NA	\$100	\$100	\$100	\$100
December	NA	\$100	\$100	\$100	\$100

**Terms:** All rates are net. Payment in full for the length of your contract is required before placement of banner advertisements. No cancellations after placement.

**Ad Specifications** Each page will have one banner ad. At the top of the page TSMSS will place the Advertiser's banner ad. For **Home Page ads**, the banner will be **700 pixels wide x 60 pixels high**; for **inside pages**, the ad will be **600 pixels wide x 60 pixels high**. The ad must be in JPEG or GIF format (cannot exceed 60k). Only one ad will appear on each page.

**Costs**

Price of Advertisement (add monthly fees for placements shown above\*): \$ \_\_\_\_\_

**Payment**

I am paying by:  Check (payable to TSMSS)  Money Order  AMEX  Visa  Master Card

Name on card: \_\_\_\_\_

Card number: \_\_\_\_\_

Expiration date: \_\_\_\_\_ Signature: \_\_\_\_\_

**Submit to: TSMSS**  
**4230 LBJ Freeway, Ste. 414**  
**Dallas, TX 75234**

In the event of arithmetical error in amount due above, your signature authorizes TSMSS to charge the correct amount to your charge card, if charged; if paid by check or money order, your signature stipulates your agreement to pay any underpayment upon receipt of an invoice

972/755-2560 \* Fax: 972/755-2561 (E-mail your banner ad to: [info@tsmss.org](mailto:info@tsmss.org)).