



THE GERONTOLOGICAL
SOCIETY OF AMERICA

www.geron.org

Web Site Advertising

The Gerontological Society of America
1220 L Street, NW
Suite 901
Washington, DC 20005

ADVERTISING INFORMATION

Rates effective January 1, 2008

1. ADVERTISING RATES, PER MONTH

1 Month — \$250
6 Months — \$1,250
12 Months — \$2,500

2. AD SIZES

Horizontal, 500 Pixels x 160
Pixels
Appear at bottom of page only

3. RESOLUTION

72 dpi

4. FILE SIZE

Horizontal 15 KB
Vertical 10 KB

5. AD APPROVAL

GSA must approve ad.

6. SUBMISSION

Please e-mail to tkluss@geron.org as an attachment with graphics and target URL. Ad will be placed within two business days.

7. FURTHER GUIDELINES

- Graphics File Format: GIF or JPEG.
- Alternative Text: No more than 30 characters or approximately ten words.
- Target URL's must be active at the time of the banner submission.
- Animated GIF's are accepted.
- Image maps are accepted.
- Java banners are currently **NOT** accepted.

8. ADDRESSES

GSA Advertising Rep

Steve Kavalgian
Mill River Media, LLC
141 Boston Post Road
Old Lyme, CT 06371-1303
860-434-6889 (phone)
860-434-9744 (fax)
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GSA Communications Manager

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Example of Size