



2008

NCBN, Custom Builder Web Site Advertising Opportunities

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Why Advertise with NCBN?

The National Capitol Builders Network has pledged to maintain the highest professional standards in the home building industry. NCBN Members have combined our purchasing power, knowledge, and experience to achieve lower costs and higher levels of service for our builder members and, ultimately, our customers. NCBN brings together more than 50 of the most reputable custom builders in the Washington Metropolitan area and represent more than \$450 million in annual revenue.

NCBN promotes long-term relationships between our builder members and carefully selected and screened member vendors, suppliers and manufacturers. As professional representatives of the custom building community, the NCBN Builder/Vendor Members service the residential construction market of the Washington D.C. metropolitan area including Northern Virginia, Maryland and the District of Columbia.

www.nationalcapitolbuilders.com

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Web Advertising Rates - NCBN Members

Note: All pricing is per ad, per month (except for Vendor Website Links).

Top Banner Ad A: (246 x 65 pixels)

Location	3 Months	6 Months	9 Months	12 Months
Home/Index Page	N/A	N/A	\$130	\$110
About NCBN Page	\$140	\$120	\$100	\$80
Why Join NCBN Page	\$140	\$120	\$100	\$80
Members Page	\$150	\$130	\$110	\$90
News & Events Page	N/A	N/A	\$130	\$110
Contact Us Page	\$80	\$70	\$60	\$50

Top Banner Ad B: (352 x 65 pixels)

Location	3 Months	6 Months	9 Months	12 Months
Home/Index Page	N/A	N/A	\$140	\$120
About NCBN Page	\$150	\$130	\$110	\$90
Why Join NCBN Page	\$150	\$130	\$110	\$90
Members Page	\$160	\$140	\$120	\$100
News & Events Page	N/A	N/A	\$140	\$120
Contact Us Page	\$90	\$80	\$70	\$60

Left Column Ad C / D: (178 x 120 pixels)

Location	3 Months	6 Months	9 Months	12 Months
Home/Index Page	N/A	N/A	\$140	\$120
About NCBN Page	\$150	\$130	\$110	\$90
Why Join NCBN Page	\$150	\$130	\$110	\$90
Members Page	\$160	\$140	\$120	\$100
News & Events Page	N/A	N/A	\$140	\$120
Contact Us Page	\$90	\$80	\$70	\$60

Vendor Web Site Link with Logo:

Location	3 Months	6 Months	9 Months	12 Months
Participating Vendors Page	N/A	N/A	N/A	\$50 <u>per year</u>

Note: Annual vendor link ad periods run from June 1 to May 31 to coincide with Annual NCBN Product Day.

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Web Advertising Rates - Non Members *

Available only to professional organizations not eligible for NCBN membership.

Note: All pricing is per ad, per month.

Top Banner Ad A: (246 x 65 pixels)

Location	3 Months	6 Months	9 Months	12 Months
Home/Index Page	N/A	N/A	\$260	\$220
About NCBN Page	\$280	\$240	\$200	\$160
Why Join NCBN Page	\$280	\$240	\$200	\$160
Members Page	\$300	\$260	\$220	\$180
News & Events Page	N/A	N/A	\$260	\$220
Contact Us Page	\$160	\$140	\$120	\$100

Top Banner Ad B: (352 x 65 pixels)

Location	3 Months	6 Months	9 Months	12 Months
Home/Index Page	N/A	N/A	\$280	\$240
About NCBN Page	\$300	\$260	\$220	\$180
Why Join NCBN Page	\$300	\$260	\$220	\$180
Members Page	\$320	\$280	\$240	\$200
News & Events Page	N/A	N/A	\$280	\$240
Contact Us Page	\$180	\$160	\$140	\$120

Left Column Ad C / D: (178 x 120 pixels)

Location	3 Months	6 Months	9 Months	12 Months
Home/Index Page	N/A	N/A	\$280	\$240
About NCBN Page	\$300	\$260	\$220	\$180
Why Join NCBN Page	\$300	\$260	\$220	\$180
Members Page	\$320	\$280	\$240	\$200
News & Events Page	N/A	N/A	\$280	\$240
Contact Us Page	\$180	\$160	\$140	\$120

* All Non-Member advertisers must be approved by NCBN board before ad or payment will be accepted.

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Web Advertising Specifications

Top Banner Ad A:
246 x 65 pixels

Top Banner Ad B:
352 x 65 pixels

Listed below are important details for Top Banner Ads, Left Column Ads, and Logos. Please note the following information:

Ad Details

All banner ads may contain a combination of graphic and text elements.

Deadline

Reservations, payment and materials are required TEN (10) BUSINESS DAYS before the ad's scheduled start date, no exceptions.

Scheduling

Based upon first come basis; NCBN reserves the right to limit frequency.

Cancellations

Cancellations must be received in writing (fax, mail, e-mail) by 12:00 pm SEVEN (7) BUSINESS DAYS prior to ad's scheduled start date.

Formats

Online Ads - Should be provided at the sizes specified below in JPEG format. 72 dpi minimum.

Ad	Size
Top Banner Ad A:	246 x 65 pixels
Top Banner Ad B:	352 x 65 pixels
Left Column Ad C:	178 x 120 pixels
Left Column Ad D:	178 x 120 pixels

Corporate Logos - Should be provided in Adobe Illustrator (.AI) or .EPS format.

Photography - Should be provided in JPEG format. No less than 72 dpi (300 dpi preferred).

Copy/Content - Should be provided electronically in Word format or in an email.

Delivery

E-mail to barbara@beelinedesigninc.com or mail to Beeline Design, Inc., P.O. Box 919, Berryville, VA 22611-0919.

The NCBN web designer can develop your ad for an additional fee. Please contact Barbara McCauley at 540-955-0819 or barbara@beelinedesigninc.com for details.

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2008 Web Site Advertising Contract

Instructions: Please complete sections I-IV and return completed contract with payment to NCBN.

I. Contact Information

Advertiser:

Firm Name

Contact Person

Title

Mailing Address (Street)

City, State & Zip

Phone

Fax

Email

Web Site

Ad Contact (if different):

Firm Name

Contact Person

Title

Mailing Address (Street)

City, State & Zip

Phone

Fax

Email

Billing Contact:

Firm Name

Contact Person

Title

Mailing Address (Street)

City, State & Zip

Phone

Fax

Email

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II. Placement Specifications

Note: Please complete this page for each ad requested.

Ad Type (Check One): Please see pages 2 & 3 for pricing.

- A: Top Banner Ad (Horizontal) 246 x 65 pixels
- B: Top Banner Ad (Horizontal) 352 x 65 pixels
- C: Left Column Ad (Vertical) 178 x 120 pixels
- D: Left Column Ad (Vertical) 178 x 120 pixels
- Vendor Web Site Link with Logo (Available to NCBN members only)

Name to display as link

URL address to point link to

Ad Duration: Please see pages 2 & 3 for availability - not all ads are offered for the 3 and 6 month periods.

- 3 months
- 6 months
- 9 months
- 12 months

Ad Location: Please indicate your preference - first (1), second (2), and third (3).

- | | |
|---|--|
| <input type="checkbox"/> Home/Index Page | <input type="checkbox"/> Participating Vendors Page (Member Vendor Links Only) |
| <input type="checkbox"/> About NCBN Page | <input type="checkbox"/> News & Events Page |
| <input type="checkbox"/> Why Join NCBN Page | <input type="checkbox"/> Contact Us Page |
| <input type="checkbox"/> Members Page | |

Please send completed ads to:

NCBN
c/o Waterford Home Builders
42 West Colonial Highway
Hamilton, VA 20158-9007
Attn: Susan Dimitrew

Email: susan@mywaterfordhome.com

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III. Payment

Fee Calculation

A: Top Banner Ad (Horizontal) 246 x 65 pixels

Home/Index Page	_____	# of months	x	\$	_____	Ad Rate = \$	_____	Total
About NCBN Page	_____	# of months	x	\$	_____	Ad Rate = \$	_____	Total
Why Join NCBN Page	_____	# of months	x	\$	_____	Ad Rate = \$	_____	Total
Members Page	_____	# of months	x	\$	_____	Ad Rate = \$	_____	Total
News & Events Page	_____	# of months	x	\$	_____	Ad Rate = \$	_____	Total
Contact Us Page	_____	# of months	x	\$	_____	Ad Rate = \$	_____	Total

B: Top Banner Ad (Horizontal) 352 x 65 pixels

Home/Index Page	_____	# of months	x	\$	_____	Ad Rate = \$	_____	Total
About NCBN Page	_____	# of months	x	\$	_____	Ad Rate = \$	_____	Total
Why Join NCBN Page	_____	# of months	x	\$	_____	Ad Rate = \$	_____	Total
Members Page	_____	# of months	x	\$	_____	Ad Rate = \$	_____	Total
News & Events Page	_____	# of months	x	\$	_____	Ad Rate = \$	_____	Total
Contact Us Page	_____	# of months	x	\$	_____	Ad Rate = \$	_____	Total

C: / D: Left Column Ad (Vertical) 178 x 120 pixels

Home/Index Page	_____	# of months	x	\$	_____	Ad Rate = \$	_____	Total
About NCBN Page	_____	# of months	x	\$	_____	Ad Rate = \$	_____	Total
Why Join NCBN Page	_____	# of months	x	\$	_____	Ad Rate = \$	_____	Total
Members Page	_____	# of months	x	\$	_____	Ad Rate = \$	_____	Total
News & Events Page	_____	# of months	x	\$	_____	Ad Rate = \$	_____	Total
Contact Us Page	_____	# of months	x	\$	_____	Ad Rate = \$	_____	Total

Vendor Website Link with Logo

Participating Vendors Page		(Annual)		\$	50.00	Ad Rate = \$	_____	Total
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Total Ad Fees Due

\$ _____

Payment

Credit cards not accepted. Please make checks payable to NCBN.

		\$
Check Number	Date	Amount

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IV. Advertising Policies

Agreement Length & Ad Position

Advertiser's online ad will begin on a date and in a location mutually agreed upon by advertiser and NCBN's editor. Ads will be renewed automatically for the original contract term and rate and billed accordingly. NCBN must receive written notification of termination thirty (30) days prior to the desired termination date. Any additional months, beyond the original contract span, will be charged at the monthly rate of the initial posting. Partial months will be billed at a full monthly rate.

Payment Terms

Advertiser agrees to pay the full contract amount prior to the posting of any ad. This fee is non-refundable and will not be prorated if the advertiser should discontinue the service prior to the end of contract period.

Service Interruptions & Limits of Liability

Advertiser agrees to not hold NCBN responsible for any liability, loss, cost, claim, damage or causes of action that the advertiser may suffer as a result of the agreed-upon transaction, including but not limited to loss resulting from service delays and incomplete or interrupted service, regardless of cause or fault. NCBN's liability is limited to extension of contract by period of time ad failed to display.

Rates

Member rates valid only if NCBN membership is maintained in good standing throughout the length of the contract.

Acceptance

NCBN has sole discretion and reserves the right to determine suitability of all ads submitted for distribution, and to reject advertising not meeting NCBN's editorial or digital criteria.

The advertiser is responsible for providing all information and digital art work to meet specifications, outlined in Ad Specifications and Ad Policies sections. Ads must be in a file format outlined in Ad Specifications of this document. Changes to ads may occur only upon a new ad commitment. Please contact NCBN for placement options before forwarding file.

Advertiser agrees to above terms and policies.

Accepted by NCBN

Signature

Date

Signature

Date

Title

Title

Please return signed contracts with payment to:

**NCBN
c/o Waterford Home Builders
42 West Colonial Highway
Hamilton, VA 20158-9007
Attn: Susan Dimitrew**

Email: susan@mywaterfordhome.com

Please retain a copy of this contract for your records.