

***Our advertisers spoke and we took note.***

You were looking for an **innovative** way to supplement print advertising with the power of the Internet.

We listened.

You were looking for an **affordable** way to reach your valuable customer market through new methods.

We heard you.

Allow the Amputee Coalition of America to provide you with the most targeted audience anywhere for your products – the hundreds of thousands of unique visitors who come to our Web site each year looking for information about products and services and living life as an amputee.

*With targeting technologies, the discovery of search [engines] by major advertisers, and real measurement and planning tools, the Internet is ready to fulfill its early promises of effectiveness, reach and trackability – Gary Stein*

**Amputee-Coalition.org**

With an average of 266,386 absolute unique visitors from 204 countries/territories and 713,439 page views to date in 2010, the ACA can provide you with the traffic that you need. The ACA’s Web site traffic is growing steadily and now is your chance to take advantage with this brand new advertising opportunity.

We are setting up an online advertising page that can link our viewers to you, your Web site, and your products and services. There are options for every marketing budget. Be one of the first to reach out to this highly targeted audience.

**Option 1: Banner Ads**

Banner ads are available in two sizes:

- 728 x 90 – horizontal at top or bottom of page
- 120 x 240 – running down right side of page. These are available separately or in a block of two (120 x 480) or three (120 x 720).

<b><u>Discounted Price per Month for Multiple Month Commitments — 2011</u></b>					
	<b><u>1 Month</u></b>	<b><u>3 Months</u></b>	<b><u>6 Months</u></b>	<b><u>9 Months</u></b>	<b><u>12 Months</u></b>
1 Block	\$748	\$733	\$703	\$660	\$647
2 Blocks	\$1,121	\$1,099	\$1,055	\$992	\$972
3 Blocks	\$1,294	\$1,268	\$1,217	\$1,144	\$1,121
Horizontal Ad	\$1459	\$1440	\$1410	\$1340	\$1320
<b><i>However, as an introductory offer for the remainder of 2010 ONLY...</i></b>					
<b><u>Introductory Price per Month for 2010</u></b>					
	<b><u>1 Month</u></b>	<b><u>2 Months</u></b>	<b><u>3 Months</u></b>	<b><u>4 Months</u></b>	<b><i>Good for 2010 only; prices expire December 15, 2010</i></b>
1 Block	\$598	\$591	\$583	\$568	
2 Blocks	\$971	\$960	\$949	\$927	
3 Blocks	\$1,144	\$1,131	\$1,118	\$1,093	
Horizontal Ad	\$1309	\$1290	\$1238	\$1120	

With a Banner Ad, you also receive a **Complimentary Business Listing** in one category for the duration of your Banner Ad.

## Option 2: Business Listing

Business listings will be broken down by categories (Assistive Devices, Mobility Devices, etc.) and under each heading, they will be broken down again by "National" or "State," giving you the control of where you want your listing. Whether you want to target clients in a specific state or accept clients regardless of geographic location, the decision is yours.

Listings will include your business name, address, phone number, e-mail address and Web site address (if provided) —all for **just \$35 per month**. You can list your business under multiple categories, for only \$35 per category. If you'd like a hyperlink to your Web site or for an e-mail pop-up, it's **only \$15 more per month per category**.

### DON'T PASS UP THE OPPORTUNITY TO ADVERTISE ON THE AMPUTEE COALITION OF AMERICA'S 1-STEP PRODUCTS AND SERVICES INFORMATION CENTER AND REACH OUT TO THIS NEW AUDIENCE!

The ACA will help drive people to your Web site. Our Web site will encourage viewers to visit our products and services showcase and to view your ads, listings and Web sites.

A monthly contest (currently offering two free ACA memberships) will help ensure that viewers scan the page from top to bottom. Contest sponsorships may be available for future contests.

There will also be links throughout the ACA Web site encouraging viewers to visit the online listing.

These links will be worded differently to appeal to different audiences. Some will promote the contest on the page, some will encourage our supporters to help the ACA by visiting the page, and some will advertise it to those seeking information about products and services.

The ACA will also start spreading the word about the page through our publications and other communications.

The screenshot displays the ACA website's Services Information Center. It features a navigation bar with the ACA logo and contact information (888/267-5669). Below the navigation, there are several sections: 'Pain Solutions' listing ABC Health Solutions; 'Support Groups/Resources' with 'National' and 'State' sub-sections; 'T-Shirts (Humorous)' featuring 'LMLO' shirts; and 'Services Information Center' with a 'Moving Lives Forward' banner and a 'Related Articles' section. A white box highlights the 'LMLO' T-shirt listing, which includes the text 'LMLO tag@my link of' and contact information for AmpuWear T-Shirts.

**Get a head start!  
Sign up today!**

For more information about online advertising and print advertising in the ACA's flagship publication *inMotion*,

Please contact:

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