



## Advertising on the Impreza WRX Owners Club of WA web site

- Purpose** The purpose of this document is to list the guidelines for advertising on the **Impreza WRX Owners Club Web** site.
- Display position:** Purchaser advertising will be displayed in the center of the title frame. The title frame is the upper frame on the web site page. The title frame can be identified by the following attributes:
- On the left of the title frame is the **Impreza WRX Owners Club of WA** logo (as displayed on the top of this document)
  - on the right is the current date display and
  - in the center is the advertising image.



The title page is always in view whilst a user is navigating throughout the **Impreza WRX Owners Club of WA** web site. The exception is when a user clicks on a hyperlink that opens up a new browser window and that new window obscures the current window.

**Advertisement Format** The Purchaser advertisement can take the form of a static image either in GIF or JPG format. Alternatively it can be a multiple frame (or animated) image in GIF format.

Image size must be 468 pixels wide and 60 pixels high only and will be orientated so that the longest side of the image is in the horizontal plane.



**Hyperlinks** If the Purchaser has their own website then the URL for that website may, at the discretion of the Purchaser, be "attached" to the image during the display period such that the Purchaser's website will then be accessible by clicking on the image. When the user clicks on the image a new Browser window will be opened and the Purchaser's web site will be displayed. The user can then navigate through the Purchaser's web site.

**Display Time** Each image will be displayed for a period of 10 seconds after which it will be replaced by the next image in the list of images should there be more than one advertiser. Therefore should the Vendor choose to advertise using an animated GIF image then the image should complete the animation sequence in the 10 second period that the image is displayed.

**Image display order** Should there be more than one image then the order in which the images are displayed are as follows:

1. At the time the web site is accessed the first image displayed is chosen at random from the list of images. This method has been chosen as it was considered the fairest way to ensure that the first one displayed is not always the same.
2. Subsequent images are then displayed in sequence in the order in which the Purchaser's submitted their images. In other words if there are 4 images and the first image chosen at random was the third image then the next image displayed from that point will be 4, then 1, 2, 3 and so on.

**Assumptions**

1. The user will be using Microsoft Internet Explorer web browser version 4 or later. For ease of design and maintenance the **Impreza WRX Owners Club of WA** web site has been

designed to operate best with Microsoft Internet Explorer.

2. There may be more than one advertisement in the list at any given time.
3. The **Impreza WRX Owners Club of WA** reserves the right to include additional advertisements at any time.
4. The **Impreza WRX Owners Club of WA** may from time to time include its own advertising images to promote events. They too will conform to the same specifications in terms of image type and display time.

## **Advertising Rates**

Advertising rates are per quarter (3 months).

Purchaser's may submit one or more images but will be charged as if each image were a separate advertisement. The rate will apply for the period of time the Purchaser has chosen to advertise.

The Impreza WRX Owners Club of WA reserves the right to review advertising rates from time to time and those revised rates will apply should the Purchaser choose to renew at the expiration of the current agreed period of advertising.

For details of current advertising rates please contact the Webmaster by e-mail at the following address: [webadmin@wrxownersclub.com.au](mailto:webadmin@wrxownersclub.com.au)