



**East Texas Association of Petroleum Landmen**  
P. O. Box 252  
Tyler, TX 75710

### **Overview**

The East Texas Association of Petroleum Landmen will begin taking online advertising orders in February 2012. Once purchased, your ad will run continuously for either 3 months or 12 months, depending upon which duration you choose.

### **Advertisement Specifications**

Advertisements must be submitted in static GIF, JPG, PNG, PSD, EPS, or PDF formats (no animations, video or audio). Advertisements must conform to the following dimensions: **260 x 200 pixels**. Alternative text for website advertisements must not exceed 255 characters. Website advertisements will follow a URL of your choice in a new browser window.

### **Advertisement Submissions**

If you are interested in advertising your business on the ETAPL website, please submit your advertising order to William Robbins at [ads@etapl.org](mailto:ads@etapl.org). Please include the following in your email:

- Ad duration you chose (3 or 12 months)
- Your ad attached (as specified)
- URL to link the ad to

Once the ad order has been approved, please mail a check to ETAPL, P.O. Box 252, Tyler, TX 75710.

### **Advertisement Design**

If you are interested in professional design services, please contact Daniel Matranga at [admin@etapl.org](mailto:admin@etapl.org). For most ads, a \$100 design fee will provide you with a polished and professional-looking ad.

### **Advertising Rates**

*(effective February 1, 2012)*

<b>Duration</b>	<b>Price</b>
<b>3 months</b>	\$150
<b>12 months</b>	\$500
<b>Ad Design*</b>	\$100

*\* The \$100 design fee will be sufficient for most ads, but please contact Daniel Matranga at [admin@etapl.org](mailto:admin@etapl.org) for additional information.*

*If you have any general questions about advertising on the ETAPL website, please contact Daniel Matranga at [ads@etapl.org](mailto:ads@etapl.org) or (713) 965-4579.*