



MAGAZINE WEB SALES

DialAmerica Marketing, Inc. is proud to introduce it's recently re-launched web site. This new and improved site features a much easier consumer experience to purchase magazines while helping your organization.

The new site also features prominent placement of your organization's name along with a cumulative contribution amount we have made to your organization.

In addition to driving traffic to our own site, we would like to partner with you to drive traffic from your site so you can share in the ongoing revenue generated by the millions of consumers that purchase magazines every day.

PARTICIPATION

Participating is simple. Just place the banner and links on your site. All traffic and ultimate sales will be tracked back to your organization and you will share in the net revenue created from the sales.

LINK PLACEMENT

We ask that you place our banner and links in an area of your web page that makes the most sense for your current traffic. Some of the suggested options are:

- On your home page at the bottom or on the sidebars where you may feature current partners
- On a partner page
- On a store page where people can buy items from you to support your organization

LINKS

Linking to the DialAmerica magazine site is simple. You can use a text link or one of the pre-made banners available to you.

We have created two versions of the banners, differing in size. Should you wish to use a different size, please let us know and we can create a different version for you.

Regardless of the style of link that you use, the page URL will be:

<http://www.dialamerica.com/Magazine/SponsorMags.asp?spnum=0687>

The 0687 at the end of the link is your unique sponsor number that will allow all paid sales to get credited to your organization.

Your web team should be able to put the link on your site using this information.



Below each banner is the appropriate html code to use to display it on your site.
The graphic will open the DialAmerica Magazine site using the link text already supplied to you.

At the bottom of this document is some promotional text you can also use along with the links and the banner ads.

BANNERS

The following is the artwork that we have created for you for banner ads.

You can preview the pre-made banners just below or at <http://www.dialamerica.com/banners>

There are 2 sizes of banners:

Size 1 – 400x100 pixels:



The code for this banner is below:

```
<div id="Ad"></div>
<script type="text/javascript" src="http://www.dialamerica.com/banners/swfobject.js"></script>
<script type="text/javascript">
var so = new SWFObject("magazineAd400x100.swf?SpNum=0687", "MagazineAd", "400",
"100", "7", "#ffffff");
so.write("Ad");
</script>
```

The 0687 in the 4th line of this code must be your unique Sponsor number.

Size 2 – 300x75 Pixels:





The code for this banner is is:

```
<div id="Ad1"></div>
<script type="text/javascript" src="http://www.dialamerica.com/banners/swfobject.js"></script>
<script type="text/javascript">
  var so = new SWFObject("magazineAd300x75.swf?SpNum=0687", "MagazineAd", "300", "75",
"7", "#ffffff");
  so.write("Ad1");
</script>
```

Again, the 0687 in the 4th line of this code must be your unique Sponsor number.

COPY TO ACCOMPANY LINKS

To accompany the banners above, it is suggested that some promotional copy be included along with the banner add. Copy should be placed just below the banner and include some hot links that will also bring the consumer to the same page that the banner ad brings them.

Here is the suggested copy:

Do you love to read magazines?

You can help **Insert your organization'** by ordering or renewing your favorite magazines through our partner, DialAmerica. You'll get BIG discounts and DialAmerica will contribute 12 1/2% of your paid subscription to us. It's easy and costs you nothing. [Order today.](#)

(make the Order Today a hot link)

(make the Do you love to read magazines a hot link)

In order for the hot links to work as indicated above. The following link must be used behind the hyperlinks that your web team or webmaster will set up:

<http://www.dialamerica.com/Magazine/SponsorMags.asp?spnum=0687>

Once more, the 0687 at the end of this line will need to be your unique Sponsor number.

If you have any questions on setting this up, we would be more than happy to help you.