



Advertising: Frequently Asked Questions

Why should I advertise on All Access Internships?

We will help you reach a targeted audience of dietetics students, interns, recent intern graduates, and dietetic internship directors. With personalized features that allow users to store information on our site, we guarantee an audience of loyal return visitors.

What is an impression?

An "impression" is an event in which a page with an advertisement is viewed by an All Access Internships visitor. Your ad will cycle with all the other ads on our server. Only two ads will appear on a page at one time (one on the left sidebar and one on the right sidebar). A user will navigate from page to page and when a page loads and *your* advertisement is one of the two that appear, you will have received one impression.

What are your rates?

Our current rate is \$30 per 1000 Impressions. From time to time, reduced rates are available. Please contact Jenny (jenny@allaccessinternships.com) for the most up-to-date rates.

What are your advertising packages?

Advertisers may choose **total impressions** or **total length of time** for their advertising campaign.

Total Impressions

Advertisers start by choosing how many Impressions they would like to buy. Then they decide if they should budget these impressions over a number of months or use them continuously until they run out.

- Monthly packages would include (X) Impressions for (X) amount of months. This would equal a budget of (X) dollars each month.
For example, Company A wants 5,000 Impressions total. They want 1,000 Impressions each month for 5 months. At a rate of \$30 per 1000 Impressions, they will be billed \$30 each month for 5 months. (In the case that site traffic does not provide Company A with its 1,000 monthly impressions, they will only be charged for the Impressions that they received that month)

Pro: You can spread out your impressions over a longer period of time.

- Continuous packages would include (X) Impressions over an undefined amount of time.
For example, Company B wants 5,000 Impressions total. We run their ad until 5,000 Impressions have occurred. This could take any amount of time, depending on site traffic. Company B would be charged \$150 at the end of their campaign (5,000 Impressions x \$30 per 1000 Impressions)

Pro: You only have to pay once.

Total Length of Time

You can choose a length of time to run the advertisement on All Access Internships without regard to the number of impressions it will receive. At the end of the time period, you would receive an invoice stating how many impressions your ad received and what your payment is.

For example, Company C wants to run their ad for 3 months without a budget of impressions. During these three months, site traffic allows Company C's ad to get 10,000 Impressions. At the end of 3 months, they will receive an invoice for \$300 (10,000 Impressions x \$30 per 1000 Impressions).

Pro: If you have a time-sensitive product/service to advertise and want as much exposure as possible (a workshop, limited-time-only deal)

How long will my ad run on All Access Internships?

The contract will specify the "Start Date" and the "End Date". The "Start Date" means the first day the allaccessinternships.com Web server will display the Advertisement. "End Date" means the last day the allaccessinternships.com Web server will display the Advertisement. This date may be pre-determined or determined by date at which the budgeted amount is charged. Since we cannot predict site traffic, your ad will run based on how many impressions you paid for.

- If you are **paying by month**, your ad will run each month for as many months as you specify. Within each month, if the ad receives the limit of the impressions you bought for that month, the ad will be taken off for the remainder of the month. At the beginning of the next month, it will return to the website and repeat the process.
- If you are **paying for total impressions without a monthly budget**, the ad will run for an unpredictable amount of time. It will be pulled from the site once it reaches the purchased amount of impressions.
- If you are **paying for total length of time**, your ad will run for that specified length of time.

What is the payment schedule?

Depending on your advertising package, you will either pay once or pay monthly. You will be sent an invoice via e-mail once your advertisement has reached its limit of impressions or your time period is over.

How do I pay?

We only accept payment by check. Once you receive your invoice by email, please send your payment within 2 weeks. Make the check payable to: **All Access Internships LLC**

Send the payment to:

Jenny Westerkamp
All Access Internships LLC
306 South Stewart Avenue
Lombard, IL 60148

How do we make this official?

You will be sent a contract (as an e-mail attachment) that specifies your advertising package and pricing. It also serves as a written agreement based upon the terms stated in the document. If you agree with the terms, you will print out the document, sign it, and mail it to:

Jenny Westerkamp
All Access Internships LLC
306 South Stewart Avenue
Lombard, IL 60148

What do I need to give you before my advertising campaign can start?

1. Signed contract
2. Advertisement Image: The image must meet 3 requirements:
 - Either JPG, GIF, or PNG format
 - 50 X 600 OR 120 X 600 PIXELS
 - Less than 500Kb in size
3. URL that you would like the image to link to if users click on it

I want to advertise! What do I do now?

Contact Jenny by e-mail (jenny@allaccessinternships.com) or by phone (630-346-4576) to set up your advertising package!