



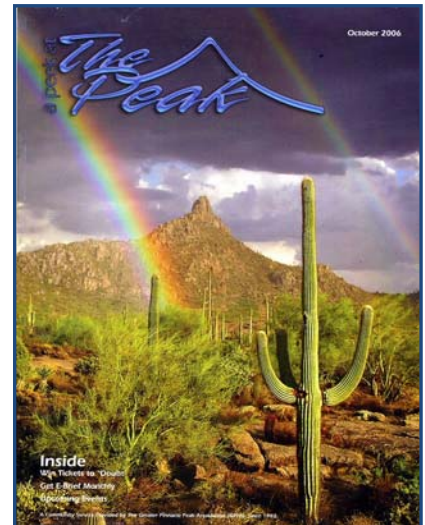
**A Community Service
Provided
by the
Greater Pinnacle Peak Association
Since 1983**

2008 Web Site Sponsorship & Advertising Kit

A Peek at the Peak's (*The Peak*) Web site, www.thepeakaz.org or www.gppaaz.org, is provided as a community service by nonprofit Greater Pinnacle Peak Association (GPPA). The site is designed to serve residents and visitors of north Scottsdale, Carefree, Cave Creek, northeast Phoenix, and the Verdes. *The Peak's* affordable Web Site Sponsorship program enables businesses, organizations, and individuals to easily increase online exposure, benefiting from the site's expanding traffic, while supporting education, community service, desert preservation, and wildlife rehabilitation causes.

About Our Web Site

The Community Events section of the popular site features an extensive event calendar, including upcoming shows, hikes, museum exhibits, benefits, and meetings. The Community Scene section features announcements and brief releases by local nonprofits, residents, and officials. The site's Advertiser Directory (Community Shopping) lists contact information for businesses that advertise in *The Peak* magazine. The site also provides links to information that is of interest to visitors and residents and is the target of links from many local sites, including GPPA's nonprofit Friends of the Scenic Drive Web site, www.scenicdrive.org.



Local Online Exposure

The Web site is aggressively publicized in *The Peak*, which is widely distributed and read within the community it serves. The site is also linked to, and supplements, *e-Peak Newsletter*, which is distributed monthly via e-mail to our community and beyond as another GPPA community service. In addition, the site has been optimized for Google and other leading search engines to further attract online visitors. The site's popularity has soared by almost 600 percent because of its constant publicity in *The Peak*, *e-Peak*, and related marketing materials.

Web Site Sponsorship Program

Advertisers in *The Peak* magazine automatically receive a free listing in the site's Advertiser Directory. Web site sponsors can enhance their listing by having their *Peak* magazine advertisement published on the site, and/or having a different, custom advertisement published on the site.

In either case, the enhanced listing and the advertisement can include a link to the advertiser's own Web site. Sponsor advertisements can also be used to enhance listings in the site's Community Events and Community Scene sections.

Sponsors, who are not currently advertising in *The Peak*, pay a one-time \$40 sponsorship fee to have their Advertiser Directory listing created and to receive GPPA membership benefits. Current *Peak* advertisers already have an Advertiser Directory listing and enjoy GPPA membership benefits and are not charged the sponsorship fee.

Sponsorship Benefits

Sponsors receive additional online exposure and benefit from the knowledge that they are helping to provide an important community service.

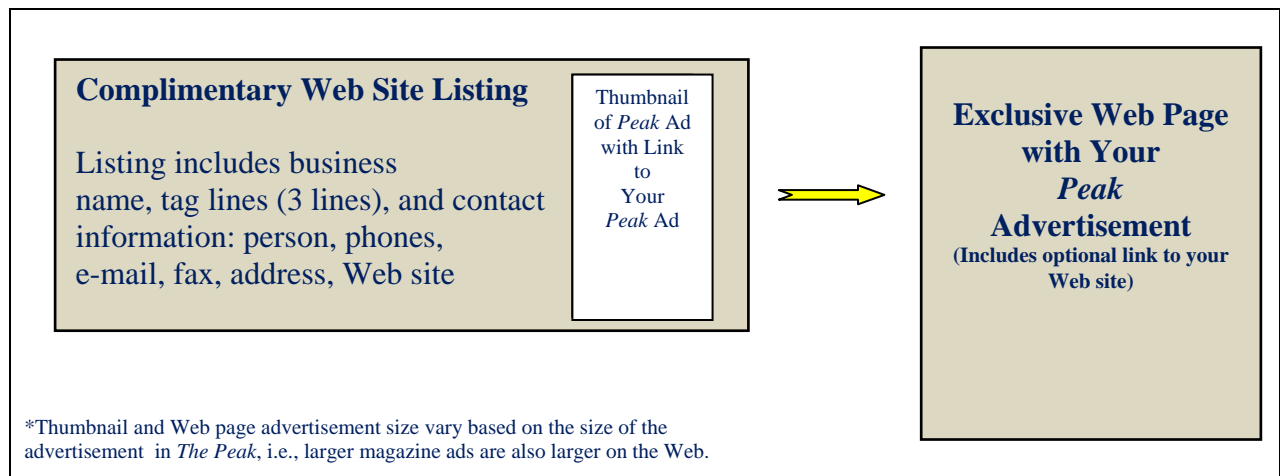
- *Peak* or custom advertisement published online
- Enhanced listing in the Advertiser Directory
- Enhanced listing in special, high-visibility Web Site Sponsor page
- Optional enhancement of listing in Community Events or Community Scene
- No sales tax or sales commission
- GPPA membership benefits: one year of recognition as a Friend of the Community listing on the Web site and in *The Peak*, one year subscription to *The Peak* (9 issues), subscription to *e-Peak Newsletter*, distributed monthly. Note that *Peak* advertisers receive a free GPPA membership and these benefits are provided to Web Site Sponsors who are online-only advertisers.
- Supports local education, desert preservation, wildlife, and quality of life causes

Sponsorship Details, Ordering

The following pages provide everything you need to place your online advertising order. You'll find rates and order forms for publishing *Peak* and custom advertisements and a 2008 Advertisement Payment Information sheet. To order your sponsorship, simply complete the appropriate order form and send it and the completed payment information sheet to The Peak via fax, E-mail, or mail.

2008 Web Sponsorship & Advertising Order Form – Using Your Peak Ad

When you advertise in *The Peak* magazine, you automatically receive a complimentary listing of your contact information in the Advertiser Directory of GPPA's Web site. For a nominal fee and without effort, you can quickly enhance the online exposure of your business or event. By becoming a GPPA Web site sponsor, you will have your *Peak* magazine advertisement published online on its own Web page. In addition, your complimentary listing in the Advertiser Directory will be enhanced with a "thumbnail" version of the *Peak* advertisement. When Web site visitors click on the thumbnail, they will see your *Peak* advertisement. The enhanced listing will also appear on the Web Site Sponsor page.



Advertising Rates

Please check your choice below	Type Advertisement	Monthly Rate	3 Months 10% Discount Month/Total Rate	6 Months 15% Discount Month/Total Rate	12 Months 18% Discount Month/Total Rate
	Sponsor Page	Included	Included	Included	Included
	Community Shopping Listing: Peak Advertisement	12	32.40	61	118
	Events/Scene Listing: Peak	12	32.40	61	118
	Upload Flyer/Document	\$25			

- ** Sponsorship fee waived for *Peak* advertisers
- ** Magazine advertising discounts apply to monthly rate
- ** Only available for term of *Peak* advertisement

Publication Order

Advertiser _____ Directory Category: _____

Start Month: _____ End Month: _____

Please complete this insertion order form and payment information to *A Peek at the Peak*.

** Rates effective 1/1/2008 ** Rates subject to change without notice

2008 Web Sponsorship and Advertising Order Form: Using Your Custom Ad

Online advertisers with custom advertisements receive a business listing in the Advertiser Directory of GPPA's Web site and can enhance that listing with a small or large tile advertisement, and/or a banner advertisement. There are two opportunities for banner ads (upper, lower) for each business category (e.g. banking, real estate, services, etc.) in the Advertiser Directory. The advertisement can include a link to the advertiser's Web site. The enhanced listing will also appear on the Web Site Sponsor page.

Choose one these 3 sizes that will be linked directly to your Web site from the Web Site Sponsor page and an Advertiser Directory page or the Events/Scene page.

Your listing will include business name, 1-3 tag lines (up to 20 words), and contact information: person, phones, e-mail, fax, address, Web site link

Small
Tile Ad
120 X 120

Large
Tile Ad
200 X 300

Banner Ad 536 X 80

Advertising Rates

Please check your choice below	Type Advertisement	Sponsor Fee (N/A current Peak Advertisers)	Monthly Rate	3 Months 10% Discount Month/Total Rate	6 Months 15% Discount Month/Total Rate	12 Months 18% Discount Month/Total Rate
	Sponsor Page	Included	Included	Included	Included	Included
	Advertiser Section Listing	Included	Included	Included	Included	Included
	Directory: Banner - Upper	\$40	\$40	\$36 / \$108	\$34 / \$204	\$32.80 / \$393.60
	Directory: Banner - Lower	\$40	\$40	\$36 / \$108	\$34 / \$204	\$32.80 / \$393.60
	Directory: Large	\$40	\$30	\$27 / \$81	\$25.50 / \$153	\$24.60 / \$295.20
	Directory: Small	\$40	\$20	\$18 / \$54	\$17 / \$102	\$16.40 / \$196.80
	Events/ Scene: Banner - Upper	\$40	\$40	\$36 / \$108	\$34 / \$204	\$32.80 / \$393.60
	Events/ Scene: Banner Lower	\$40	\$40	\$36 / \$108	\$34 / \$204	\$32.80 / \$393.60
	Events/Scene: Large	\$40	\$30	\$27 / \$81	\$25.50 / \$153	\$24.60 / \$295.20
	Events/Scene: Small	\$40	\$20	\$18 / \$54	\$17 / \$102	\$16.40 / \$196.80
	Upload Flyer/Document	NA	\$25			

** Sponsorship fee includes annual GPPA membership, one year subscription to The Peak magazine

** Sponsorship fee waived for current Peak advertisers

** Magazine advertising discounts apply to monthly rate, if greater.

** Ad color: 256 color maximum. Image file format GIF or JPG, non-animated only. Submit ads via e-mail or on CD, if link is included, please include target URL

Publication Order

Advertiser _____ **Directory Category:** _____

Start Month: _____ End Month: _____

Please **complete this insertion order form and payment information to *A Peek at the Peak*.**

** Rates effective 1/1/2008 ** Rates subject to change without notice

2008 Advertisement Payment Information

PLEASE COMPLETE AND SEND this Advertising Insertion Order form with your payment to *The Peak*. MAIL or FAX to: *A Peek at the Peak*, 8711 E. Pinnacle Peak Road, #123, Scottsdale, AZ 85255. Phone: (480) 361-6498, Fax: (480) 585-1720, Email: thepeak@gppaaz.org.

Contact Information:

Company: _____

Contact: _____

Address: _____

City/State/Zip: _____

Telephone: _____ **Fax:** _____

Email: _____

Web site: _____

Payment Information: Signing this form signifies your agreement to pay at the rates and under the conditions stated herein. Advance payment must be made in advance by check or credit card except returning advertisers.

Signature: _____ **Date:** _____

_____ **Returning Customer.** Please invoice me as each payment comes due.

_____ **Check is Enclosed.** Please make payable to *A Peek at the Peak*, 8711 E. Pinnacle Peak Road, #123, Scottsdale, AZ 85255.

_____ **Returning Credit Card Customer:** I agree that by requesting *A Peek at the Peak* to keep my credit card information on file, I am authorizing *A Peek at the Peak* to charge my credit card in incremental payments as each payment comes due.

Charge my: ___ VISA ___ MasterCard ___ American Express **Total Due \$** _____

Credit Card Number: _____ **Exp. Date:** _____

Name as printed on the card: _____ **Card Billing Address Zip:** _____

Attention Advertisers: This serves as a contract. *A Peek at the Peak* is authorized to publish your advertisement according to the specifications listed on Order Form. Execution of this publishing order signifies assumption of legal responsibility to pay for all advertising in accordance with *A Peek at the Peak's* terms as stated in the 2008 Web Sponsorship & Advertising Order form. Advertising copy deemed objectionable by the publisher for any reason may be rejected.

Approved by: _____ for *A Peek at the Peak* Date: _____

For additional information and questions, please contact *The Peak* at (480) 361-6498 and visit GPPA and *The Peak* online at www.gppaaz.org.