



2010 INTRODUCTORY
ADVERTISING RATE SHEET



www.wlsfa.org

Who are we?

The Weight Loss Surgery Foundation of America is dedicated to improving the lives of people living with morbid obesity. Our mission is to end obesity by empowering people to move from surviving to thriving through weight loss surgery, education, and support. We perform charitable services and support research to find solutions to enhance the quality of life of the morbidly obese community, and raise awareness, funds, and support for weight loss surgery.

Why advertise with us?

Your advertising sponsorship directly supports our mission. Our community consists of both pre-operative and post-operative bariatric patients, surgeons, and medical professionals in the bariatric community. Advertising with us presents a unique opportunity to make your product visible to a very specific community *and* provide direct support and sponsorship to the very same community. Benefits of advertising:

- Reach a captive and targeted audience within the bariatric community
- Exposes you to a community that is loyal and committed, and can be equally supportive and committed to your brands.
- As monthly repeat advertising is more effective to establish a brand or service, we offer a very attractive introductory rate for our advertisers as we launch the website and foundation.

Introductory Advertising Rates:

We are offering a discounted introductory rate for our initial sponsors. Advertising can be purchased on a month-to-month basis, and in bulk for 3 months, 6 months, and 12 months. We offer an additional 10% discount for a 12 month advertising contract.

Introductory Advertising rates are for a **125X125 fixed image spot** on the front page of our website. Pricing is as follows:

Advertising Length	Price	Notes:
One Month	\$75/month	
Three Months	\$225	paid in advance for 3 months
Six Months	\$450	paid in advance for 6 months
12 Months / One Year	\$810	10% discounted – paid in advance for the year

Advertiser Requirements:

To buy ads directly from us your ad campaign must meet the following requirements:

- Your message or product must be directly related to weight loss surgery.
- Your ads do not have extreme animation, auto-play audio, auto-expansion, pop-ups or pop-unders.
- Advertising spots must be paid for before they appear.
- Payments made for advertising or to reserve space are non-refundable.
- Advertising must be approved by us before your advertising contract is finalized.
- You understand that you are buying a specific location on our site for a specific period of time. (We do not count or guarantee impressions, ad clicks or conversions.)
- The advertiser must provide a 125X125 image with link specifications for the website.

Payment Options:

We accept payment via check, Paypal, or Google Checkout. We can invoice you for payment as well. Please contact us for payment details: advertising@wlsfa.org