

## Advertise with A-irco

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### SPECIAL DEAL TIL 5/1/08

We will give you a free 120x60 image ad until 5/1/08 to show you what type of response you will get from our members.

Thank You For Your Interest in

### A-IRCO Advertising

A-IRCO was created to serve a need in the moonwalk rental industry to help promote safe and professional practices, gather data on the growth of our industry, and provide benefits to small business owners as a group that would be difficult to achieve as a single small company.

The AIRCO Team and forum is comprised of a dedicated group of professionals that share their knowledge with the others new to the industry and provides a connection and community for rental companies across the country. We are a destination and a resource for people planning to start a rental business as well as source of support for existing businesses. Plus, we have a lot of fun!

We only accept advertising from companies who sell safe, commercial equipment. We cannot accept advertising from companies who produce equipment that reproduces listed characters that are unauthorized by the copyright owners.

### Our Goals:

Data collection and benchmarking is our first task. How fast is the industry growing? How many accidents are there really? What is the average size of a moonwalk company? What's the median revenue? What's the failure rate for moonwalk businesses? These and many other questions are ones we plan to track and chart.

Public awareness of safety issues. We use the A-irco.com website to inform the public of safe procedures for renting moonwalks. With the sensational coverage of accidents and dangerous setups, we feel it is critical to inform the public of the safe and proper use of inflatable amusements. This awareness will help in future legislative and regulation efforts.

Promote the Inflatable Amusement Industry. People want to know what's new, what's hot, and what's going to make them more money this season. Our goal is to bring them that information in a fun and exciting way, helping rental company owners succeed. The AIRCO Adviser email newsletter is a must read publication for over 2000 subscribers! Read below for more details about our options for advertising with AIRCO!

### Where Does A-IRCO's Traffic Come From?

#### Search Engines

We rank highly for a wide variety of searches. This helps the thousands of people who are considering starting their own business or looking for help with their existing business to find us. We've been online (as Hullballo Sales and now as AIRCO) since May 2002 and have actively promoted the site for search queries.

#### Repeat Visitors

Our site gets bookmarked (put in My Favorites) on average 150 times a month, according to our web statistics. Once business owners find us, they want to be able to find us again. Many visit daily! The percentage of active posters in the forum is a very small fraction of the users who visit and read the information we offer. On an average day, we receive 35 times as many guests as members. See the statistics page for details on visits and pages.

#### A-IRCO Adviser Newsletter

Our monthly newsletter currently has over 2200 opt in subscribers. Our open rates typically exceed 100%, meaning that people are opening the newsletter multiple times and/or passing it on to friends.

#### A-IRCO Vendor Directory

The A-IRCO Vendor Directory will list vendors associated with the inflatable industry. It will give people who are new to

the industry and us "old timers"; an easy place to find companies who offer various equipment and services to the industry.

## Public Relations

AIRCO has the A-irco.com website to promote safe and professional usage of inflatable amusements. It will give the consumer, information, location of safe inflatable rental company operators, topics, and questions to ask when selecting an inflatable rental company. This will create demand in the industry for safe, professional inflatable rental companies, and list state specific affiliated, A-irco rental companies.

## Advertisers

Our advertisers are our biggest supporters! They let their customers know about our site to help them find the information they need to succeed in this business. Advertising on A-irco help's A-irco fulfill its Mission Statement and Goals. One of those goals is to promote your company, to the people looking for your products and services, thru the website's and forum.

## Advertising Options

We offer a variety of options for advertising on AIRCO, and to give your business different levels of exposure. Advertisers can change their ads once a month. You will have daily system generated emails showing how many times your ad appeared and how many times your ad was clicked on.

**120x60 Image Only Ad:** 120x60 pixel image- There are 2 of these ads on every page located near prime areas near the top of each and every page on the A-irco website and forum. These ads will link directly to your desired web link, taking your customer exactly where you want them. These ads rotate thru out the website and forum pages.

**480x100 Banner Ad:** For maximum visibility, choose the 480x100 pixel banner ad. This graphic rotates at the top of your website and forum pages and provides excellent branding and repetition. The banner ad links to a page of your choice on your site.

**200x120 Image Plus Text:** This ad includes up to 120 characters of text, along with 120x60 image. This option is ideal for companies who wants a little more exposure, but do not have the budget for a huge banner ad. You can make the image and text click directly to your web link. There are 2 of these rotating ads on each page, one near the login on the left column and one on the right column under the search feature.

**Newsletter Ad:** The newsletter ad size will be the same as a banner ad 480x100. There will be 5 per issue of each newsletter. The newsletter ad is permanently archived on our site and the newsletters are linked from the site as well as search friendly. These ads are placed between articles for maximum exposure. What this means is that even if you discontinue monthly advertising on AIRCO, your newsletter ad will continue to drive customers to your business.

**Ad Graphics & Text:** The advertiser will be responsible for providing the appropriate sized and quality ad for their advertisement.

**200x300 Image Plus Text: Premium Vendor of the Month Ad:** This option is ideal for companies who want FULL exposure. This ad will appear on the left side of the page above the main menu on all pages. This spot will only be for 1 vendor per month, and that vendor will have the ability to have up to 10 different images inside of this private rotation spot. So if you are a vendor with 100 items you want to promote this would be a perfect spot to promote 10 different times. The rotation will be only your images and will rotate among what you supply us with.

## Advertising Details

**Banner Ads:** Appear throughout the site at the top and bottom of each page. They are 480x100 pixels in size and may be animated of you choose. Below is a sample header ad: **Image plus Text and Image Only Ads:** Appear throughout the site near the top of text, and at login or search feature, in either the left or right hand column. There are 2 image only ads near the top of the text and 2 image plus text ads at either the left or right columns. **Newsletter Ads:** Appears between the articles on the newsletter and are permanently archived on the AIRCO site. For a onetime fee, your ad will stay on the AIRCO site permanently. Newsletter ad size has not been determined at this time, but should be similar to the size below.

The AIRCO Advisor reaches over 2000 opt-in subscribers every month.

**Vendor of the Month:** Appears on every page of the site. It is placed above the main menu and is visible as soon as someone opens the site. This ad is limited to 1 vendor per month. The vendor will be allowed 10 images to rotate within the space. This is a premium ad and will be viewed every time the site is accessed.

To get more information regarding our advertising options please email us [atairco@a-irco.org](mailto:atairco@a-irco.org) and someone will get with you regarding what is right for you. Thanks and we look forward to talking with you.