



BBIM BANNER AD PROGRAM TERMS AND CONDITIONS

All Advertising material must be reviewed and approved by the BBIM Board of Directors or its assigned committee.

All ads and ad dates will be confirmed via email once approved by the board.

Banner Ad rates for the BBIM “Inns For Sale” webpage are: \$50/month, \$125/ quarter.

The Advertiser will provide complete advertising materials by email to web@bbim.org:

- An Ad title, generally the Advertiser’s name or location of inn for sale.
- A short description; **the description has a limit of 255 characters.**
- A URL for the ad to point to for more information (realtor listing page?). URL limit of 128 characters.
- A logo or picture, approximately 120x100 pixel, 72 dpi, horizontal format (BBIM can resize a picture for you). A larger picture (up to 180x240) may be used if the advertiser provides no text.

BBIM will insert the information provided directly into the ad format.

To reserve an ad, the Advertiser will provide:

- The original signed contract by mail or emailed in PDF format.
- A first month deposit (\$50) and a \$10 set-up fee via check or Paypal. BBIM will furnish the Paypal link.

Upon approval, the Advertiser will submit the balance via check or Paypal.

Ads will be accepted for businesses that wish to reach Bed & Breakfast guest demographics.

BBIM will not accept:

- Political advertising
- Ads for adult-oriented business
- Ads for businesses in direct competition with BBIM member inns, except inns for ads on the Inns For Sale page (this includes ones with prominent links to non-member inns or directly competing lodging).
- Ads for secondary businesses associated with B&B inns.
- Ads with content or for businesses that reflect adversely on BBIM or the B&B industry.

Website links to be included in ads will be verified to ensure compliance with these conditions before the ad is approved. We encourage potential Advertisers to check with BBIM on acceptability of the site prior to executing a contract.

Email BBIM Web Administration at web@bbim.org for more information and a copy of the contract.