

## WEB ADVERTISEMENT FACTS

A web banner or banner ad is a form of electronic advertising on the World Wide Web, being a powerful online marketing tool. It entails embedding an advertisement into a web page intended to attract traffic to a website by linking to the website of the advertiser. The advertisement is constructed from an image (usually in high-aspect ratio shape), program or multimedia object employing technologies, often with sound, animation or video to maximize presence.

It is similar to an ad in a print medium, like newspaper, magazine or journal. However, one major difference is that a banner can be interactive and hyperlinked to the advertiser's website. When a user clicks on the advertisement, one is led to another web page detailing his products and services, promoting an organization or business, a site launch or special events, show or an exhibition, which is advertised on the banner.

Now, to acclimatize in the constant change of electronics world, SEIPI offers online advertising services for semiconductor and electronics member-companies as well as its supplier and vendors (nonmembers). Advertise with us to connect yourself with the right companies for your business making it easier to find a receptive market. Our goal is to actively promote your services and your company, so you can attract not just the prospective but the right clients to your company.

### Advantages:

- Increase brand awareness for a nominal cost
- Certainly more effective because of its ability to elicit immediate action from a potential customer
- Scalability and Visibility
- Targeted Message/Marketing
- Availability of new online ad technology, which keep pace with the fast changing world
- No limitations/ barrier; it can be viewed day and night throughout the globe

Please read the Web Advertisement Specifications for the type of banners SEIPI offers, its costs and other applicable details.

Connect to Web Advertisement Insertion and Contract, and General Terms and Conditions by clicking to the links provided below. Other advertising scheme and options are available to meet your needs, send your inquiries to [helpdesk@seipi.org.ph](mailto:helpdesk@seipi.org.ph)

## WEB ADVERTISEMENT

<b>Banner Types Static Banners</b>			
	<b>Banner Name</b>	<b>File Format</b>	<b>File Size</b>
<b>1</b>	Large Leaderboard	.jpg/.gif	720x300 pixels
<b>2</b>	Box Banner	.jpg/.gif	336x280 pixels
<b>3</b>	Bottom Banner	.jpg/.gif	728x90 pixels
<b>Animated Banner</b>			
	<b>Banner Name</b>	<b>File Format</b>	<b>File Size</b>
<b>2</b>	Box Banner	.jpg/.gif	336x280 pixels
<b>3</b>	Bottom Banner	.jpg/.gif	728x90 pixels

STANDARD FORMAT			
	Large Leaderboard	Box Banner	Bottom Banner
<b>Dimension [wxh]</b>	754x419	336x280	728x90
	Static/Animated image (GIF/JPG) or FLASH (see "Flash Media Guidelines" below)		
<b>Max file size</b>	40KB		
<b>Animation</b>	Animation is accepted (Max 15 seconds; suggested)		
<b>Looping</b>	Allowed		
<b>Testing</b>	All creative must function uniformly on both MAC and PC platforms as well as multiple browser versions of Internet Explorer, Firefox, Chrome, and Safari.		
<b>Delivery deadline</b>	SEIPI Requires that all standard creative be submitted <b>three (3) business days</b> prior to launch date to allow testing and approval.		

Flash Media Guidelines	
<b>File Format</b>	Flash (.swf) include back-up gif file to support browsers that without flash enabled
<b>Max file size</b>	40KB
<b>.swf version</b>	Version 10 or lower
<b>Action script version</b>	AS 2.0 or lower
<b>Z-index</b>	In order for proper integration with our site, the flash banner <b>MUST</b> have its z-index set to 1 to ensure that the rest of the site displays as per usual

<b>Frame per second</b>	Max 24 frames per second
<b>Click-through URL</b>	Provide a click-through URL. Do not hardcode into the .swf file
	Please ensure the following parameters are set: Include a BUTTON action in the Flash coded as follows;
	<pre>on (release) { getURL (_level0.clickTag, "_blank"); }</pre>



The screenshot displays the SEIPI website interface. On the left is a navigation menu with links for ABOUT, MEMBERS, EVENTS, NETWORKS, MEDIA, and CONTACT US. The main content area features a large banner for the 'Q4 GMM & CEO FORUM with OKTOBERFEST' event, scheduled for October 25, 2019, at the Sentel Philippine Plaza Manila. The banner includes logos for Platinum Sponsor AboitizPower and Diamond Sponsors American Airlines and POWER. Below the banner is a navigation bar with buttons for ABOUT US, THE INDUSTRY, JOIN SEIPI, P5ECE, and BE A PARTNER. The 'Who We Are' section contains text describing SEIPI as the largest organization of foreign and Filipino electronics companies in the Philippines, with a mission to enhance the competitive business environment. To the right of this section is an advertisement placeholder labeled 'Advertise Here (336 x 280)' and a 'TWITTER FEEDS' section.

### NETWORKING COMMITTEES










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Advertise Here (720 x 300)

**I tweets** by @seipiorgph

**SEIPI** @seipiorgph  
 BUSINESS CONDITIONS for factories in the Philippines improved "at a moderate rate" in August. Read more here: [bit.ly/2NPNIAh](http://bit.ly/2NPNIAh)

**SEIPI** @seipiorgph  
 Save the date for our annual Badminton and Table Tennis Tournaments on November 23, 2019 at the Winner Badminton Court, Sta. Rosa, Laguna!

SAVE THE DATE  
**11.23.2019**  
 SEIPI BADMINTON & TABLE TENNIS TOURNAMENTS  
 WINNER BADMINTON COURT, SANTA ROSA, LAGUNA

SEIPI ANNUAL BUSINESS PARTNERS






Total Philippine Exports	Business Exports	Total Philippine Imports	Electronic Imports
<p><b>JUNE 2019 PHILIPPINE ELECTRONICS EXPORT</b></p> <p>August 19, 2019</p>	<p><b>JUNE 2019 PHILIPPINE ELECTRONICS IMPORT</b></p> <p>August 19, 2019</p>	<p><b>Semicon, electronics eye \$40B revenues</b></p> <p>August 06, 2019</p>	













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Advertise Here (728 x 90)

SEIPI ANNUAL BUSINESS PARTNERS






[HOME](#) | [ABOUT US](#) | [MEMBERS](#) | [EVENTS](#) | [TRAININGS](#) | [MEDIA](#) | [CONTACT US](#)

[Terms & Conditions of Use](#) | [Privacy Policy](#) | [Logo Guidelines](#)

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A 3-month minimum subscription is required for Banner Ad posting to give your company sufficient exposure time. Also, should you decide to pre-terminate your ad placements, you will be charge a corresponding one-month pre termination fee. Web advertisements must conform to the specifications outlined above. Any editions such as extra or added effects to the submitted animated banner, redesigning or improvements to both banners are subject to additional charge.

### Important:

- Please ensure that all the specifications are met and delivered within specified timelines. Ads that do not meet all our specifications will be rejected and this could affect the launch date of the advertisement. Any postpone advertisement caused by materials delay is not compensated.
- SEIPI reserves the right to reject, modify, or remove any advertisement in its sole discretion.

## WEB ADVERTISEMENT INSERTION AND CONTRACT

### Banner Types:

<input type="radio"/>	<b>Static/Fixed Banner</b> (Large Leaderboard)	File Size (W by H)	720 x 300 pixels
		File Format	.jpg/.gif
	Price	<b>Member</b>	<b>Php 23,225</b>
		<b>Non-member</b>	<b>Php 26,225</b>

<input type="radio"/>	<b>Static/Fixed Banner</b> (Box Banner)	File Size (W by H)	336 x 280 pixels
		File Format	.jpg/.gif
	Price	<b>Member</b>	<b>Php 13,500</b>
		<b>Non-member</b>	<b>Php 16,500</b>

<input type="radio"/>	<b>Static/Fixed Banner</b> (Bottom Banner)	File Size (W by H)	720 x 90 pixels
		File Format	.jpg/.gif
	Price	<b>Member</b>	<b>Php 18,450</b>
		<b>Non-member</b>	<b>Php 21,450</b>

<input type="radio"/>	<b>Animated Banner</b> (Large Leaderboard)	File Size (W by H)	720 x 300 pixels
		File Format	.jpg/.gif
	Price	<b>Member</b>	<b>Php 27,500</b>
		<b>Non-member</b>	<b>Php 30,500</b>

<input type="radio"/>	<b>Animated Banner</b> (Box Banner)	File Size (W by H)	336 x 280 pixels
		File Format	.jpg/.gif
	Price	<b>Member</b>	<b>Php 17,225</b>
		<b>Non-member</b>	<b>Php 20,225</b>

<input type="radio"/>	<b>Animated Banner</b> (Bottom Banner)	File Size (W by H)	720 x 90 pixels
		File Format	.jpg/.gif
	Price	<b>Member</b>	<b>Php 22,900</b>
		<b>Non-member</b>	<b>Php 25,900</b>

Company:

Member       Non-Member

Contact Information:

Name \_\_\_\_\_

Position \_\_\_\_\_

Company's Name \_\_\_\_\_

For Non-Member, please answer the following fields:

Address \_\_\_\_\_

City \_\_\_\_\_ Postal Code \_\_\_\_\_

Contact Number(s) \_\_\_\_\_ Fax Number(s) \_\_\_\_\_

Ad Specifications:

Start Date \_\_\_\_/\_\_\_\_/\_\_\_\_ (MM/DD/YYYY)      End Date \_\_\_\_/\_\_\_\_/\_\_\_\_ (MM/DD/YYYY)

### **Material Instruction:**

Please submit the completed web ad materials 3 working days prior to the start date of contract to [ernesto.fegarido@seipi.org.ph](mailto:ernesto.fegarido@seipi.org.ph)

### **Insertion and Contract Instruction:**

Fax the completed Web Advertisement Insertion and Contract; together with the signed General Terms and Condition to [helpdesk@seipi.org.ph](mailto:helpdesk@seipi.org.ph)

## GENERAL TERMS AND

*Web advertisement will be accepted prior to advertiser's agreement affirmed here to all Terms and Conditions.*

### 1. Terms of Acceptance

All web advertisements will be reviewed by SEIPI and are subject to approval by SEIPI. SEIPI reserves the right to decline or cancel any web advertisement at any time for any reason.

### 2. Warranty and Indemnification

Advertiser represents and warrants all rights, (including but not limited to, arising out of, or relating to, any copyrights, patent rights or other intellectual property rights) advertising materials are either owned by the advertiser or the advertiser has full authority from each owner of each such right to allow SEIPI to broadcast advertising materials on the SEIPI website. Any advertising agency to whom advertiser places advertising through, hereby agrees to protect, defend, indemnify, and hold SEIPI (including its Board of Directors and employees) harmless from any and all claims including attorney's fees, damages and expenses of any nature arising out of or breach of forgoing warranties or the transmission of the advertising materials (including but not limited to claims based on invasion of privacy, right of publicity, libel, copyright or trademark infringement, or other causes of action).

### 3. Limitation

SEIPI expressly disclaims any and all warranties, whether express or implied, including without limitation, any implied warranties of merchantability for a particular purpose with regard to its advertising services, including any (all oral and written) information communicated about such services. To the maximum extent permitted by applicable law, in no event shall SEIPI be liable for any consequential, incidental, direct, indirect, special, punitive, or other damages whatsoever (including, without limitation, damages for loss of business profits, interruption and business information, or other financial loss) arising out of this agreement, even if SEIPI has been advised of the possibility of such damages. In no case, and under no theory of law, shall SEIPI's liability for any error exceed the amount due or paid for the advertisement giving rise to aforementioned error.

**4. Terms of Payment**

- Payment is due in full 30 days from receipt of invoice.
- Check should be payable to  
SEIPI  
2/F Building 2, Gruppo EMS, Inc., 117-A Technology Avenue, Laguna  
Technopark Inc., Biñan City, Laguna 4024 Philippines
- All Advertisers' banner advertisements must be sent ready to post on the Website
- All fees are non-refundable.
- **ALL CANCELALATIONS MUST BE ADDRESSED to SEIPI PRESIDENT in WRITING.**

I have read and agree to the general terms and condition stated above.

Conforme:(Name)

\_\_\_\_\_

(Signature)

\_\_\_\_\_

(Date)

\_\_\_\_\_