



## ADVERTISING WITH SALT®

Advertising with SALT® will help your company reach potential customers interested in purchasing, implementing or developing the following products and services to meet their organization's education, training and performance improvement goals.

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Blended Learning	Learning Resources
Instructional Design	Education Development
Computer Based Training	Learning Technologies
Instructional Development	Educational Technologies
Instructional Media	Performance Support
Corporate Training	Electronic Performance Support Systems (EPSS)
Instructional Resources	Performance Enhancement
Courseware Development	Employee Education
Instructional Technology	Professional Development
Curriculum & Instruction	Faculty Development
Integrated Logistic Support	Sales Training
Curriculum Development	Human Performance Technology
Interactive Courseware Development	Teaching and Learning
Data Systems	Human Resources Development
Interactive Technologies	Technology Resources
Distance Learning	Information Systems
Internet Applications	Technology Training
Distance Education	Information Technology
Knowledge Management Systems	Training
Distributed Learning	Instructional Computing
Learning Management Systems	Web Based Training
e-Learning	

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### SALT® Advertising Options:

- **WEBSITE BANNER ADVERTISING** - \$150 per month (Average Monthly Viewers 7,000)
  - **JOB POSTINGS E-MAIL ADVERTISING** - \$150 per e-mail (e-mail list of 94,000)
  - **INDUSTRY NEWS & ANNOUNCEMENTS E-MAIL NEWSLETTER** - \$150 per e-mail (e-mail list of 94,000)
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SALT® Advertising is Managed by Learning Technology Institute

50 Culpeper Street, Warrenton, Virginia 20186

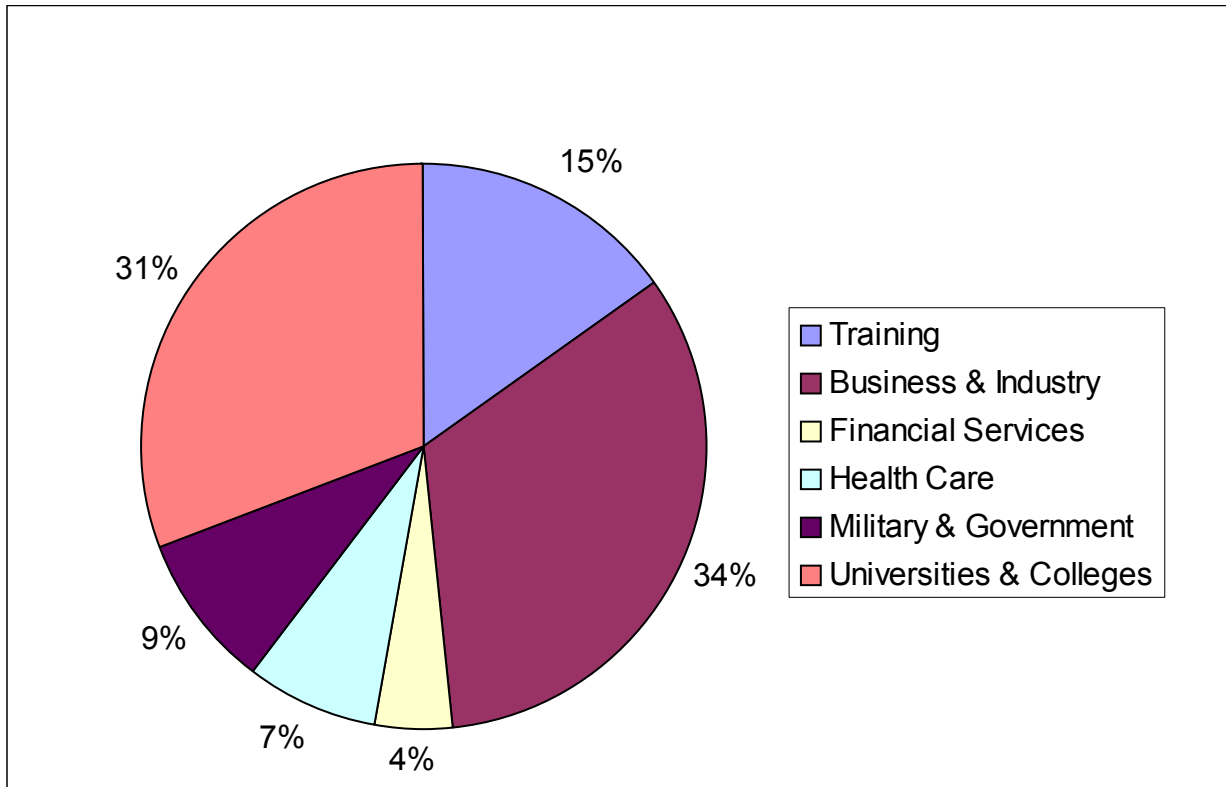
Contact: Carrie Janssen

Ph: (540) 347-0055

Fax: (540) 349-3169

Email: [carrie@lti.org](mailto:carrie@lti.org)

## SALT® ADVERTISING DEMOGRAPHICS



<b>Management</b>	<b>44%</b>
Presidents, CEOs, COOs, CLOs	11%
Vice Presidents	3%
Directors	15%
Managers	15%

<b>Academia</b>	<b>18%</b>
Deans	2%
Department Chairs	1%
Professors	6%
Associate Professors	4%
Assistant Professors	5%

<b>Professionals</b>	<b>38%</b>
Instructoral Designers	5%
Coordinators	8%
Technologists	1%
Specialist	10%
Trainers	8%
Consultants	5%

## Who visits the SALT Web Site

- \* 67% originate from commercial domains
- \* 11% originate from overseas domains
- \* 15% originate from colleges, universities and community colleges
- \* 3% originate from the US Military domains
- \* 3% originate from federal, state and local government institutions
- \* 1.4% originate from non-profit organizations

### How often they visit

Web Site Users - Annually	84,000
Web Site Users - Monthly	7,000
Web Site Users - Daily	230

### What they do

<b>Executives</b>	<b>8.75%</b>
CEOs	1.30%
Presidents	4.29%
Vice Presidents	3.17%
<b>Managers</b>	<b>22.49%</b>
Directors	13.52%
Managers	8.97%
<b>Educators</b>	<b>11.85%</b>
Deans	1.23%
Professors	7.47%
Instructors/Teachers/Trainers	3.15%
<b>Trainers/Technical Specialists</b>	<b>16.95%</b>
Instructional Designers	3.10%
Development/Design Specialists	5.74%
Consultants	2.70%
Project/Technical Coordinators	4.41%
Engineers	0.99%



# SALT® Website Banner Ad Application



WWW.SALT.ORG

Date: \_\_\_\_\_

### Online Banner Advertising Rates

- 1 Month Run: \$150.00**
- 3 Month Run: \$125.00 per month**
- 1 Year Run: \$100.00 per month**

### Specifications

- Ad Size: 130w x 300h pixels**
- File Format: Jpeg or Gif (No animated)**
- E-mail graphic to: [carrie@lti.org](mailto:carrie@lti.org)**

Please complete this application indicating which run rate you are applying for and fax this form to (540) 349-3169. Graphics should be sent to [carrie@lti.org](mailto:carrie@lti.org) and reference Web Site Banner Ad in the subject line.

- 1 Month Run**
                         
  **3 Month Run**
                         
  **1 Year Run**

**Please complete the following information:** *(Please type or print clearly)*

Date(s) you would like to place your ad: \_\_\_\_\_

URL your graphic is to be linked to: \_\_\_\_\_

Company/Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Country: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Job Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

### Payment Information (payment must be received before ad can be placed on the SALT website) :

Invoice PO # \_\_\_\_\_ \*Email address to send Invoice to: \_\_\_\_\_

Enclosed is my check for \$ \_\_\_\_\_ payable to **Learning Technology Institute®**

Please charge \$ \_\_\_\_\_ to the following credit card (**VISA MasterCard AmEx Discover**) account:

Account Numer \_\_\_\_\_ VCode \_\_\_\_\_ Expiration Date \_\_\_\_\_

Card Holder Name \_\_\_\_\_ Signature \_\_\_\_\_

Electronic Funds Transfer (EFT) - PLEASE SEE PAGE 7 FOR DETAILS.

Managed by **Learning Technology Institute®** 50 Culpeper Street, Warrenton, Virginia 20186 USA  
**Contact:** Carrie Janssen    **Phone:** (540) 347-0055    **Fax:** (540) 349-3169    **Email:** [carrie@lti.org](mailto:carrie@lti.org)

#### LTI® OFFICE USE ONLY

Date Received Artwork: \_\_\_\_\_ Advertisement Release Date(s): \_\_\_\_\_

Accepted by: \_\_\_\_\_ TD \_\_\_\_\_ Check or Batch # \_\_\_\_\_

Learning Technology Institute® Advertising Manager    Date Received Payment: \_\_\_\_\_



# SALT Website Job Postings E-mail Advertisement



WWW.SALT.ORG

Application Date: \_\_\_\_\_

The frequency with which Job Posting E-mails are sent out, are a function of **NEW** jobs posted on the SALT® website, usually on a weekly basis (Mondays) but not guaranteed. We accept three (3) graphic advertisements per Jobs e-mail advertisement. All applications are accepted on a first come, first serve basis. Artwork and applications are due the Thursday prior to the advertisement date you sign up for.

### Job Posting E-mail Advertising Rates

- 1 E-mail Run: \$150.00**
- 3 E-mail Runs: \$125.00 per run**
- 6 E-mail Runs or more: \$100.00 per run**

### Specifications

- Ad Size: 200w x 300h pixels**
- File Format: Jpeg or Gif (No animated)**
- E-mail graphic to: [carrie@lti.org](mailto:carrie@lti.org)**
- Fax Application to: (540) 349-3169**

1 Email Run     3 Email Runs     6 Email Runs or more (please specify quantity) \_\_\_\_\_

**Please complete the following information:** *(Please type or print clearly)*

How many e-mails are you signing up for? \_\_\_\_\_

Date(s) you would like to place your ad: \_\_\_\_\_

URL your graphic is to be linked to: \_\_\_\_\_

Company/Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Country: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Job Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

**Payment Information** (payment must be received before ad can be placed in this email publication) :

Invoice PO # \_\_\_\_\_ \*Email address to send Invoice to: \_\_\_\_\_

Enclosed is my check for \$ \_\_\_\_\_ payable to **Learning Technology Institute®**

Please charge \$ \_\_\_\_\_ to the following credit card (**VISA MasterCard AmEx Discover**) account:

Account Numer \_\_\_\_\_ VCode \_\_\_\_\_ Expiration Date \_\_\_\_\_

Card Holder Name \_\_\_\_\_ Signature \_\_\_\_\_

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### LTI® OFFICE USE ONLY

Date Received Artwork: _____	Advertisement Release Date(s): _____
Accepted by: _____	TD _____ Check or Batch # _____
Learning Technology Institute® Advertising Manager	Date Received Payment: _____



Industry News & Announcements E-mail Newsletter



WWW.SALT.ORG

Application Date: \_\_\_\_\_

The frequency with which the Industry News & Announcement E-mail Newsletter is sent out, is a function of NEW Announcements collected by SALT, usually on a weekly basis (Wednesdays) but not guaranteed. We accept three (3) graphic advertisements per Newsletter e-mail. All applications are accepted on a first come, first serve basis. Artwork and applications are due the Monday prior to the advertisement date you sign up for.

Email Banner Advertising Rates

- 1 E-mail Run: \$150.00
3 E-mail Runs: \$125.00 per run
6 E-mail Runs or more: \$100.00 per run

Specifications

- Ad Size: 200w x 300h pixels
File Format: Jpeg or Gif (No animated)
E-mail graphic to: carrie@lti.org
Fax Application to: (540) 349-3169

- 1 Email Run
3 Email Runs
6 Email Runs or more (please specify quantity)

Please complete the following information: (Please type or print clearly)

How many e-mails are you signing up for?
Date(s) you would like to place your ad:
URL your graphic is to be linked to:
Company/Organization:
Address:
City: State: Zip: Country:
Contact Person: Job Title:
Phone: Fax: Email:

Payment Information (payment must be received before ad can be placed in this email publication) :

Invoice \*Email address to send Invoice to:
Enclosed is my check for \$ payable to Learning Technology Institute
Please charge \$ to the following credit card (VISA MasterCard AmEx Discover) account:
Account Numer VCode Expiration Date
Card Holder Signature

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Accepted by: TD Check or Batch #
Learning Technology Institute Advertising Manager Date Received Payment:

**ELECTRONIC FUNDS TRANSFER (EFT) INFORMATION (INTERNATIONAL TRANSFERS ADD \$20 FEE)**

**\*IF PAYING VIA EFT, A COPY OF THE APPLICATION MUST BE SENT TO LTI TO REFERENCE YOUR PAYMENT METHOD**

**COMPANY INFORMATION**

Learning Technology Institute  
50 Culpeper Street, Warrenton, Virginia 20186  
Contact Person: Carrie Janssen  
Phone: (540) 347-0055

**FINANCIAL INSTITUTION INFORMATION**

The Fauquier Bank  
10 Courthouse Square, Warrenton, Virginia 20186  
Nine-Digit Routing Transit Number: 051402259  
Depositor Account Title: Learning Technology Institute  
Depositor Account Title: Learning Technology Institute  
Depositor Account Number: 100581901  
Type of Account: Checking  
Phone: (540) 347-2700

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**FEDERAL ID #:** 51-0176789

**DUNS #:** 093015113

**CAGE CODE:** 9W861

**LTI®** is a Non-Profit Organization