



PALI

Pennsylvania Association of Licensed Investigators

WEBSITE ADVERTISING RATES & PLACEMENTS

Advertise on the PALI Website

Advertising on the PALI website is a great way to reach website visitors while reinforcing your businesses' brand. Visitors and members visit the PALI website to learn about upcoming events, find licensed private investigators, maximize their PALI membership, and stay updated on current legislation.

Advertising Placement and Rates

Currently, we are only offering two (2) ad sizes with seven (7) placement locations. Each ad will be presented in rotation along with other advertisers. Each of the ads can be linked to the advertiser's website or social page.

Ad Sizes: Banner 728 x 90px | Block 250 x 250px



Advertising Space	Type	Location	Effect	Spots Available	Billing Model	Display Days	Pricing
1 Home Page	Ad Banner	Middle of Page	Rotating with Link	3 728 x 90px	CPD	30 / 60 / 90	\$75 / \$150 / \$225
2 Home Page	Ad Block	Bottom of Page	Rotating with Link	6 250 x 250px	CPD	90 / 180 / 365	\$150 / 285* / \$547.50*
3 Member Search	Ad Block #1	Right Side of Page	Rotating with Link	6 250 x 250px	CPD	90 / 180 / 365	\$150 / 285* / \$547.50*
4 Member Search	Ad Block #2	Right Side of Page	Rotating with Link	6 250 x 250px	CPD	90 / 180 / 365	\$150 / 285* / \$547.50*
5 Become a PI	Ad Block	Right Side of Page	Rotating with Link	6 250 x 250px	CPD	90 / 180 / 365	\$150 / 285* / \$547.50*
PALI Members Only:							
6 Benefits Page	Ad Banner	Top of Page	Rotating with Link	3 728 x 90px	CPD	30 / 60 / 90	\$65 / \$130 / \$195
7 Benefits Page	Ad Block	Middle of Page	Rotating with Link	12 250 x 250px	CPD	90 / 180 / 365	\$120 / \$228* / \$438*

CPD = Cost Per Day

* Price Discount of 5% and 10% on Ad Block Spaces

Our website advertising program has been built to be self-service as much as possible. Placement and payment for ads by credit card is done on the [Advertising Order Form](#).

Have questions, or need help with your ad design or placement, use our [advertising contact form](#) to reach the Advertising Team.

PAGE LINKS

<https://pali.org/advertising-rates/>

<https://pali.org/advertising-order-form/>

<https://pali.org/advertising-contact/>

<https://pali.org/>

<https://pali.org/find-a-member/>

<https://pali.org/become-a-pi-in-pa/>

<https://pali.org/member-benefits/>

Advertising Disclaimer

The content of all advertisements on this site is written by the advertisers in order to reach the PALI membership and visitors to this website. PALI is not involved in the development of advertiser or sponsor content and makes no guarantee as to quality or fitness for a particular purpose of the goods or services provided by the advertiser. PALI will not be held legally liable, negligent, or responsible in any manner for any and all claims or damages arising from any actions, errors, or omissions caused by third parties (advertisers, sponsors, and merchants) who advertise or sponsor products or services on this website.