

# WEBSITE ADVERTISING OPPORTUNITIES PRICE SHEET (MEMBER RATES)

## ENTIRE SITE OPPORTUNITY:

### A. WEB SITE FOOTER AD – 975 pixels wide by 100 pixels high

Your ad on every page of the website. (Due to width of page, sample size not available; when printed, ad will be approximately 9.75 inches by 1 inches high). Up to 3 ads may be rotated at this location.

Cost Per Month 3 Rotations	(2 Months or More) Cost Per Month	Semi-Annual Cost (6 Months)	Annual Cost (12 Months) 3 Rotations
\$400 / \$1,000	\$950/per month	\$5,500	\$4,000 / \$10,000

WEB SITE FOOTER AD – *for shape reference only, not actual size*  
975 pixels by 100 pixels

A

## HOME PAGE OPPORTUNITIES:

### B. HOME PAGE COLUMN AD – 190 pixels wide by 150 pixels high

GIF or JPG files less than 60KB in size. See sample below. This ad is placed in the right column of the Home Page. Up to 3 ads may be rotated at this location.

Cost Per Month 3 Rotations	(2 Months or More) Cost Per Month	Annual Cost (12 Months)
\$80 / \$240	\$78/per month	\$900 / \$2,650

HOME PAGE COLUMN AD

190 pixels by 150 pixels

## SOCIAL MEDIA OPPORTUNITIES:

### BLOG – text and image based opportunity

Title = maximum 75 characters (including spaces), Body = maximum 1024 characters (including spaces). Blog entries are preferably informational and/or educational; helping the reader to improve his/her own business; knowledge-based articles will get a better response from readers; notices of sales or special offers may be included. Blog posts will be included in the blog list on the home page and will remain there until subsequent posts “push” them off the page. Blog posts will be sent out through social media channels including Twitter, Facebook, and LinkedIn. No more than one paid blog entry per day will be posted; Chamber news blog entries will be posted in amongst the paid entries as necessary. Up to 2 full colour images may accompany your blog post; these will be edited for size by Chamber staff; must be web quality.

Cost Per Post
\$75

Blog posts must be booked in advance; please email [admin@barriechamber.com](mailto:admin@barriechamber.com) for details & available dates

## DIRECTORY OPPORTUNITIES:

### D. ENHANCED LISTING – includes logo in search results list as well as extra space to tell site visitors more about your company when they click through to your individual listing.

Initial Set-Up & First Year Fees	Annual Renewal of Enhanced Listing
\$100	\$35 / year

### E. PRIORITY LISTING – be listed at the top of your category and search results list. Maximum 10 per category.

Cost Per Month	(2 Months or More) Cost Per Month	Annual Cost (12 Months)
\$75	\$70/per month	\$820

Call Mary Armstrong today to book your ad – 705.722.1664

# WEBSITE ADVERTISING OPPORTUNITIES PRICE SHEET (MEMBER RATES)

**F. GROUPING BANNER ADS & G. CATEGORY BANNER ADS** – 750 pixels wide by 100 pixels high  
 GIF or JPG files less than 60KB in size; see sample below. This ad is placed at the top of the directory grouping/category of your choice. Your ad will be displayed when that grouping/category is selected. Up to 3 ads may be rotated at each location.

GROUPING/CATEGORY BANNER AD (for directory pages) F & G

750 pixels by 100 pixels

Ad Type	Cost Per Month <i>3 Rotations</i>	(2 Months or More) Cost Per Month	Annual Cost (12 Months)
<b>F. Grouping Banner Ad</b>	<b>\$120 / \$350</b>	<b>\$115/per month</b>	<b>\$1360 / \$4,000</b>
<b>G. Category Banner Ad</b>	<b>\$100 / \$290</b>	<b>\$95/per month</b>	<b>\$1120 / \$3,300</b>

POWER AD (for directory and inner pages)

190 pixels by 190 pixels

H & K

**H. & J. DIRECTORY POWER ADS** – 190 pixels wide by 190 pixels high or 190 pixels wide by 380 pixels high (**plus option** is twice the height of regular option – samples at right). GIF or JPG files less than 60KB in size. This ad is placed in the right column of the directory category of your choice. Your ad will always be displayed when that category is selected; the order of the ads will be determined randomly and will change every time the page is loaded.

Ad Type	Cost Per Month	(2 Months or More) Cost Per Month	Annual Cost (12 Months)
<b>H. Directory Power Ad</b>	<b>\$75</b>	<b>\$70/per month</b>	<b>\$820</b>
<b>J. Directory Power Plus Ad</b>	<b>\$125</b>	<b>\$120/per month</b>	<b>\$1400</b>

POWER PLUS AD (for directory and inner pages)

190 pixels by 380 pixels

J & L

## INNER PAGE OPPORTUNITIES:

**K. & L. INNER PAGE POWER ADS** – 190 pixels wide by 190 pixels high or 190 pixels wide by 380 pixels high (**plus option** is twice the height of regular option – samples at right). GIF or JPG files less than 60KB in size. This ad is placed in the right or left column of the inner page of your choice; exact placement is not guaranteed. Your ad will always be displayed when that page is viewed; the order of the ads will be determined randomly and will change every time the page is loaded. As spaces per page are limited, ads will be sold on a first come first served basis.

Ad Type	Cost Per Month	(2 Months or More) Cost Per Month	Annual Cost (12 Months)
<b>K. Power Ad</b>	<b>\$50</b>	<b>\$45/per month</b>	<b>\$520</b>
<b>L. Power Plus Ad</b>	<b>\$75</b>	<b>\$70/per month</b>	<b>\$820</b>

**Web Page Advertisement Regulations:** Above rates are effective as of January 11<sup>th</sup>, 2010; pricing does not include taxes; HST will be charged. Prices are subject to change without notice. Artwork is to be prepared by customer; it must be web ready and must be the exact dimensions of the ad space (pixel dimensions have been provided for each ad type). File must be of type GIF or JPG and less than 60KB in size. Printed size samples on this sheet are approximations; actual size on screen will vary slightly based on monitor resolution. If the web ad is to be produced by the Greater Barrie Chamber of Commerce there will be an extra charge that will be quoted on per job basis. Web link address is to be provided by customer. Rotation of ads will help to keep pages fresh, ensuring return visitors to the site, and more exposure for every advertiser and member. Where ad spaces on a page are limited, ads will be sold on a first come first served basis.