

CHAMBER WEB SITE PROMOTIONAL OPPORTUNITIES

How your company can make connections at www.worthingtonchamber.org

1 Home Page & Content Provider Sponsorship

Number of sponsorships available: 4-6

- Your company is showcased with a **banner ad on the home page**, the primary position on the site. Your ad rotates at 10-second intervals with other sponsors' ads.
- Each banner ad, 468 x 60-pixels in size, is a **link to your company's Web site**.
- You also may promote your company by **providing industry-related content** for the site. Your monthly or quarterly commentary or "advertorial" space may be an expert's column or a review of industry trends (e.g., real estate, travel or investment tips). Your banner ad on a topical index page serves as a link to your content, which may include text and two photos.
- This level of sponsorship **includes four additional levels** in which your banner ad will be placed:
 - ✓ a Main Index Page Sponsorship, featuring your banner ad on these **primary navigation pages**:

Visiting Worthington
Moving to Worthington
Choosing Worthington for Business
Community Calendar
Business Directory
About the Chamber
Benefits of Membership
Members Only
Membership Directory
Chamber Calendar of Events

- ✓ a **Directory Feature Category Sponsorship** - prime advertising space in one for three areas related to the membership and business directories: 1) the category where their business is listed; 2) the search page; or 3) the list of all categories.
- ✓ a **Quick Link Category Position** (where applicable)
- ✓ **priority placement** in one directory category (highest level available)
- ✓ a **Directory Listing Enhancement Package** (described on reverse)
- ✓ one additional **category**.

2 Main Index Page Sponsorship

Number of sponsorships available:

4-6 per primary page

- This premium advertising opportunity features your **banner ad** on these Worthington Area Chamber of Commerce **primary navigation pages**:

Visiting Worthington
Moving to Worthington
Choosing Worthington for Business
Community Calendar
Business Directory
About the Chamber
Benefits of Membership
Members Only
Membership Directory
Chamber Calendar of Events

- This level of sponsorship includes these **additional levels** in which your banner ad will be placed:
 - ✓ a **Directory Feature Category Sponsorship** - prime advertising space in one of three areas related to the membership and business directories: 1) the category where their business is listed; 2) the search page; or 3) the list of all categories.
 - ✓ a **Quick Link Category Position** (where applicable)
 - ✓ **priority placement** in one directory category (highest level available)
 - ✓ a **Directory Listing Enhancement Package** (described on reverse)
 - ✓ one additional **category**.
- Your **banner ad** at the top of the page rotates at 10-second intervals with other sponsors' ads.
- Each banner ad, 468 x 60-pixels in size, is a **link to your company's Web site**.

3 Directory Feature Category Sponsorship

Number of sponsorships available:

5 per industry level

- This level of sponsorship includes:
 - ✓ a **Directory Feature Category Sponsorship** - prime advertising space in one for three areas related to the membership and business directories: 1) the category where their business is listed; 2) the search page; or 3) the list of all categories.
- This level of sponsorship also includes:
 - ✓ **priority placement** in one directory category (highest level available)
 - ✓ a **Directory Listing Enhancement Package** (described on reverse)
 - ✓ one additional **category**.
- Your **banner ad** at the top of the page rotates at 10-second intervals with other sponsors' ads.
- Each banner ad, 468 x 60-pixels in size, is a **link to your company's Web site**.

CHAMBER WEB SITE PROMOTIONAL OPPORTUNITIES - CONTINUED



Directory Enhancement Package - included with all levels of sponsorship

As a benefit of Chamber membership, you automatically are listed in the Chamber's Web site's Business Directory and Membership Directory, and you receive the following free of charge:

- A listing of your company's name, key contact name, address, phone and fax numbers
- A Web site link that will connect prospects to your company's site directly from your directory listing
- A secure E-mail link that will allow potential customers to contact you right away. Your e-mail address is undisclosed, so no one can "harvest" it for spam messaging or other unsuitable use.

The Directory Enhancement Package augments your exposure with these additional features, as a part of your promotional sponsorship package:

- A 50-word description of your products or services
- The placement of your company's logo or a photo in your listing;
- A background color for your listing, which will make your listing stand out from others in your business category or categories;
- A map link, directing customers directly to your door;
- A key word search, which gives you up to 10 key words that a visitor might use to find a specific product or service that your business offers.
- An additional Category Listing.

To reserve your Web site advertising space or learn more, contact the Chamber office at 888-3040.

PRICING FOR CHAMBER WEB SITE PROMOTIONAL OPPORTUNITIES

Placement	Cost - 1 Year - Std.	Cost - 1 Year - Spec. When purchased with print ads	Cost - 6 Mos.- Std.	Cost - 6 Mos. - Spec. When purchased with print ads	Cost - 3 Mos.- Std.	Cost - 3 Mos. - Spec. When purchased with print ads
	HOME PAGE SPONSOR Includes HOME PAGE ad; CONTENT PROVIDER FEATURE; MAIN INDEX sponsorship; quick link category position (where applicable); DIRECTORY FEATURE CATEGORY; directory enhancement package; priority placement in one directory category*; and one additional listing category.	\$4,000	\$3,500	\$2,000	\$1,800	\$1,000
MAIN INDEX SPONSOR Includes MAIN INDEX page ad; information page in primary navigation section; LEVEL 3 option; total enhancement package; priority placement in one directory category*; and one additional listing category.	\$2,000	\$1,800	\$1,000	\$850	\$500	\$450
DIRECTORY FEATURE CATEGORY SPONSOR Includes banner ad on choice of DIRECTORY page options (see below); total enhancement package; highest level available priority placement in one directory category*; and one additional category. A - Business Category Page Ad B - Directory Search Page Ad C - "List All Categories" Page Ad	\$1,000	\$850	\$500	\$450	\$250	\$225

* highest level available within the category