

Homer Township Chamber of Commerce Website Advertising Opportunities, Costs, Tiers

Updated 11/03/15

GUIDELINES:

- Must be an HTCC member in good standing to advertise
- Ad should be basic (not too wordy, since viewer will not take the time, nor be able to read all the text that quickly). Please view some of the ads currently listed on the website.
 - Contain basic info such as: Business name, logo, website link, slogan/catch phrase, email address and a background photo to be used. Additional text is not necessary.
 - Good Quality photos, text, logos will be provided to chamber. The chamber is not responsible for poor quality ads based upon the files/materials which have been supplied.
- Political ads are permitted yet the chamber will add a disclaimer at the bottom of any political ads posted basically stating the ads/views here are not necessarily those of the HTCC, etc. Ads must be paid in full prior to posting on website. If the political ads are time sensitive, the chamber has the right to remove any expired ads.
- Ad spot / placement will be reserved for up to one week, once an HTCC ad application is received. If payment is not received in one week, ad spot will be released. Ad applications must be accompanied with complete, finished ads, logos and all materials needed to post ad. This rule also applies for complimentary or granted (free) ads - Ad spot / placement will be held only after complete application is received by chamber.
- Ads will be posted ASAP after completed application information is received (typically within one week).
- All Ads must be approved by the HTCC executive board &/or staff. All Ads must be appropriate for general public, business viewing. The HTCC reserves the right to deny placement of any ads which the chamber feels is inappropriate for any reason.
- Ad placement time period will begin the day the ad appears on the HTCC website.

TIER PRICING:

First Tier - Hot Spot - Home Page - First page which comes up – HOME PAGE ADS

- allows up to 6 ads (scrolling @ 10 sec each)
- one ad spot on First Tier will always be reserved for Chamber purposes (ads for upcoming events, special recognition, etc.)

Second Tier - Most used pages such as Member Directory, Events, photos

- ads will rotate - max 4 per page

Third Tier - Least viewed pages, such as Mission Statement, Board of Dir listing,

- All event sponsor ads will be listed at minimum on the third tier (or better) page
- ads will rotate - max 4 per page

Inside of each Tier, there will be COST OPTIONS based on term of Advertisement agreement.

WEBSITE ADVERTISING December 2015 – May 2016 OFFERS:

- 1 year term agreement TIER 1: \$320
- 6 month term agreement TIER 1: \$170
- 3 month term agreement, TIER 1: \$90

- 1 year term agreement TIER 2: \$170
- 6 month term agreement TIER 2: \$90
- 3 month term agreement TIER 2: \$50

- 1 year term agreement TIER 3: \$90

- 6 month term agreement TIER 3: \$50
- 3 month term agreement TIER 3: \$30

REGULAR PRICING HTCC WEBSITE ADVERTISING OFFERS after May 2016:

- 1 year term agreement TIER 1: \$500
- 6 month term agreement TIER 1: \$300
- 3 month term agreement, TIER 1: \$185

- 1 year term agreement TIER 2: \$300
- 6 month term agreement TIER 2: \$185
- 3 month term agreement TIER 2: \$100

- 1 year term agreement TIER 3: \$185
- 6 month term agreement TIER 3: \$100
- 3 month term agreement TIER 3: \$65

WEBSITE AD LOCATIONS & SUGGESTED TIERS

- FRONT PAGE - tier 1
 - DISCOVER THE CHAMBER - no ad opportunity
 - ABOUT THE CHAMBER - tier 2
 - OUR MISSION - tier 3
 - BOARD OF DIRECTORS - tier 3
 - ORG STRUCTURE - tier 3
 - CHAMBER FORMS - tier 3
 - JOIN THE CHAMBER - tier 3
 - BUS DIRECTORY - tier 2
 - ADV SEARCH - tier 2
 - EVENTS - tier 2
 - EVENTS CALENDAR - no ad opportunity
 - EVENT PHOTOS - tier 2
 - NEWS & MEDIA - no ad opportunity
 - PRESS RELEASES - - tier 3
 - LOCAL DEALS - tier 2
 - COMMUNITY INFO - tier 2
 - CONTACT THE CHAMBER - tier 2
 - BUS DEVELOPMENT - tier 3
 - SCHOLARSHIP PROGRAM - tier 3
 - AMBASSADOR PROGRAM - tier 3
 - EARTH HOUR - tier 3

1. JOBS - tier 3

For additional information, please contact the Homer Township Chamber of Commerce direct at 708-301-8111 or office@homerchamber.com.