

JOHNSON CITY TEXAS CHAMBER OF COMMERCE

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CHAMBER WEB SITE ADVERTISEMENT POLICIES

Updated 01-11-08

GENERAL:

Anyone may advertise on the Chamber web site subject to policies contained herein and in the Chamber Web General Policies statement.

The Chamber reserves the right to reject advertisements. Inappropriate subjects, words, images, and implications are not allowed.

Advertisements are sold on the basis of 3 continuous months of web appearance, with start month of choice to the extent it is available. Ads may start on any day of the month when available, and the calendar quarter of appearance will be 90 days from that start date.

Advertising fees must be paid in advance. Paid fees will not be refunded. If the Chamber becomes aware that an advertiser has gone out of business, the ad will be removed from the web site. Refunds are not provided for periods when the Chamber web site may not be operational.

Advertiser must supply the ad in the form of a digital image in jpg format. The Chamber may adjust the image size to match the listing requirements. The maximum file size allowed is 100KB.

Image size is stated relative to being displayed on a typical computer monitor with a resolution setting at 72 dpi, and the resulting image size in inches is approximate.

The Chamber may have a design service available to custom develop your image at a price to be quoted. Please call regarding needs and availability.

Competing ads may appear on the same page or other pages.

The Chamber may also place syndicated ads (Google, etc) on the same pages.

An advertisement image may contain web and email addresses but the Chamber cannot make them active hyperlinks from within the image. The Chamber can make the entire image a hyperlink of either kind (email or web address).

Ads may be made larger vertically by buying multiple contiguous positions.

When more than one advertiser requests a particular placement position, requests will be prioritized and placed based on following criteria: Chamber members first, first come-first served; with competing placements determined by a drawing conducted by the Chamber Communications Committee. Competing placements will be rotated quarterly with selections by same method.

Advertising rates are on the next page.

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ADVERTISING RATES:

Rates are based on type of ad placement (per letter designation), number of appearances (pages), and page selection as follows:

Type A) Placement on Home Page:

Placement on **Topmost Horizontal Panel, Left or Right side**, in next panel below Chamber panel, at a size of approximately 4.5" W x 1" H ([372 pixels x 72 pixels @ 72 dpi](#)):

Member Rate: \$/qtr \$400

Non-member Rate: \$/qtr \$800

Type B) Placement on Home Page:

Placement on **Vertical Panel, Left or Right side** of center vertical panel, at a size of approximately 2" W x 2" H ([144 pixels x 144 pixels @ 72 dpi](#)):

Member Rate: \$/qtr \$200

Non-member Rate: \$/qtr \$400

Type C) Image appearance on pages other than Home Page:

Placement on **Topmost Horizontal Panel, Left or Right side**, in next panel below Chamber panel, at a size of approximately 4.5" W x 1" H ([372 pixels x 72 pixels @ 72 dpi](#)):

Based on "Number of Pages to Appear On" within Chamber Web Site:

Number of Pages to Appear On:	1	2	3	4	5	6
Member Rate: \$/qtr (total)	\$100	\$180	\$240	\$280	\$320	\$350 + additional \$30/page thereafter
Non-member Rate: \$/qtr (total)	\$200	\$360	\$480	\$560	\$620	\$660 + additional \$40/page thereafter

Type D) Image appearance on pages other than Home Page:

Placement on **Rightmost Vertical Panel, in upper Right Corner**, in a **Image Rotator**, of a single image, with up to 4 images maximum collectively from all sources,

at a size of approximately 1.5" W x 2.5" H ([100 x 170 @ 72 dpi](#)):

Based on "Number of Pages to Appear On" within Chamber Web Site:

Number of Pages to Appear On:	1	2	3	4	5	6
Member Rate: \$/qtr (total)	\$75	\$135	\$180	\$210	\$240	\$265 + additional \$20/page thereafter
Non-member Rate: \$/qtr (total)	\$150	\$270	\$360	\$420	\$465	\$495 + additional \$30/page thereafter

Type E) Image appearance on pages other than Home Page:

Placement on **Rightmost Vertical Panel**,

at a size of approximately 1.5" W x 1.5" H (100 pixels x 100 pixels @ 72 dpi):

Based on "Number of Pages to Appear On" within Chamber Web Site:

Number of Pages to Appear On:	1	2	3	4	5	6
Member Rate: \$/qtr (total)	\$50	\$90	\$120	\$140	\$160	\$175 + additional \$10/page thereafter
Non-member Rate: \$/qtr (total)	\$100	\$180	\$240	\$280	\$310	\$330 + additional \$20/page thereafter

Advertising pricing may be modified by the Chamber at any time with 30 days prior notice to current paid advertisers.

Special placements and methods may be possible at a higher cost.

Contact the Chamber for more details and placement locations (page selection and relative position).

As additional advertisement methods and placement options become available (ex., scrolling marquees/banner ads) the Chamber will make details available.

A signed contract and payment in advance will be required for these web advertising services to be implemented (See Chamber Web Site Advertising Contract).