

# Website Advertising Options & Rates 2017- 2018



## Button Ad

175 pixels x 100 pixels  
\$100.00/year

**Contact**  
**John Borst**  
**807 221 7118**

## Tower Ad

175 pixels x variable height  
Base price  
\$100.00/year plus  
\$1.00 per pixel  
A 200 pixel Tower would be \$100.00 +  
\$100.00=\$200.00

**Banner Ad in Stories Widget on Home Page**  
500 pixels x 100 pixels  
\$250.00/year

**Multiple Ads in Banner on Home Page**  
Size 160 x 80 pixels  
\$75.00/year

Appears in the "Sponsor's Widget" in Left Column  
Appears on Home Page, & all Story Pages & Site Pages for maximum "impressions".

Tracks each time a viewer links through to the sponsor's website.

If no website can provide a detailed document to link to.

Appears only on the "Home Page" between story headers.  
Is linked to the Sponsor's website but can not track the number of times it is clicked on.  
Can provide the number of impressions per year.  
Provides maximum visibility on page.  
If no website can provide a detailed document to link to.



A ROTARY MOMENT



NATIONAL AWARDS FOR SERVICE ABOVE SELF

CLUB INFORMATION

**WELCOME TO THE ROTARY CLUB OF DRYDEN, ON**

**Service Above Self**

We meet Wednesdays at 12:00 PM  
 345 Commerce Street  
 Dryden, ON P7B 1P4  
 Canada

WEBSITE SPONSORS

CONFERENCE 2016-17

HOME PAGE STORIES

Spaghetti Fundraiser at the Centre

Everyone is invited to a Rotary Spaghetti Dinner Fundraiser to be held from 7:00 pm to 7:30 pm on Saturday, February 11th, 2017 at the Dryden Regional Cultural and Training Centre. For \$20.00 you can experience Centre delicious home-made pasta dinner plus salad, garlic bread, and dessert.

Tickets are available at the Centre or by calling 226-1105 or 223-4345

Jim Shearer brings Club an up-date on the work of the Dryden Mission

Jim Shearer of the Dryden Mission brought us an update on the progress of his "mission". He last presented in 2012.

The Mission is now a registered charity existing to help families and individuals find a relationship with Jesus Christ through "Teaching One Another with Love".

MAG Logistics buys Discovery Air

MAG Logistics' guest speaker, Tom Ball of MAG Logistics, Ball provided background on MAG Logistics' September 6, 2016, agreement with Discovery Air to buy 50% The Services business. Final details and regulatory filings are expected shortly to finalize the deal.

DHS students Gouliquer and Carr report on the 2016 Adventures in Agriculture Program

Students Gouliquer and Doreen Carr, the 2016 Advantures in Agriculture students from DHS reported on their involvement in Advantures in Agriculture Program, November 23 - 27, 2016 in Regina.

They have provided pictures of equipment - the first being a John Deere tractor that costs about \$90,000.

Rotarian Plimp takes on Information Referral Coordinator role in Ontario's 'Better Justice Together' Program

Better Justice is now a regional information network coordinated with the Ministry of Attorney General who helps provide legal services to families break up across the right information they need.

Her new job is part of a "Better Justice Together" program put out by the Ministry of Attorney General to ensure that access to the court system is cheaper, easier to navigate, faster and brings an integrated feel to it allowing justice partners to share and access information.

Location of 175x100 ads In left column In sequence

Location of 500x100 banner between 2 story leads

To purchase an ad  
 Contact  
 John Borst  
 807 221 7118

Welcome, John Borst | Member Area | Logout


# Rotary Club of Dryden

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Home | About | Stories Archive | Services | Foundation | Calendar | Speakers | Links | Keyway | Contact


## Dryden's 2011-12, Exchange Student Maela, Starts Rotaract Club in Chambéry, France

Posted by John Borst on May 23, 2014  
 Bonjour ! Hi everyone !




Since I had the best experience of my life as a Rotary exchange student in Dryden 4 years ago, I was looking for a way to get involved in Rotary. As I am too young to become a Rotarian, I became a Rotaractian !!!

My friends and I decided to create the first Rotaract Club in Chambéry, France ! In fact, I am glad to introduce you to Rotaract Duc de Savoie Chambéry, our Rotaract Club !



I attached a picture of our team Rotaract (12 members attended out of 14). Our Rotary District 1780 now counts 4 Rotaracts club.




Club President Damien Bormand receives the "Certificat de constitution"

Please join us on [Facebook](#) and check out our [website](#) !

Best regards,  
**Maëla CATALDI**  
 maelacata@hotmail.fr  
 07 82 00 22 90.

Add a comment...


Also post on Facebook Posting as John Borst (Change) [Comment](#)


 **Mary Martin** Mattawan High School congratulates young lady the best of luck to you  
 Reply · Like · Follow Post · 9 hours ago


Facebook social plugin


[Like](#) 3 people like this. Be the first of your friends.


**Sponsors**

 Dryden Timbermax  
 807-223-6699  
 329 Gov't St. ( Hwy 17 )  
 Email: admin@timbermaxdryden.net

 MASALA  
 Authentic East Indian & South Indian  
 Phone: 807-223-8822  
 210 Duke Street, Dryden, ON  
 Dryden Rotary Month: March  
 Wednesday of Noon, Weekly

 Carlson Wagonlit Travel  
 Your Road & Airline expert  
**JOANNE MISNER**  
 Phone: 807-223-6676  
 TOLL FREE: 800-445-7312  
 Email: jmisner@carlsonwagonlit.net  
Owned & Operated by  
 G. Stewart Travel Services Ltd.  
 222 Brock St. Peterborough, ON  
 K9J 8G6

 Comfort Table Bakery  
 & The Made of Nations Coffee Roastery  
 Comfort Food | Fresh Coffee  
 Invention by 807-223-2929

 DRYDEN GM  
 See all of our HOT DEALS!  
 Check Here Canada

Interested in being a sponsor?  
 Download the website sponsorship guide

Example of a Button and Tower Ad as it appears on a Story Page

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 807 221 7118



# Advertising Cost Factors

The standard ad tools are Cost Per Click (CPC) and Cost Per Impression (CPI)

**CPC** tracks the number of times a visitor clicks on your ad and visits your website. In some systems you pay a fee for each click. For 2015 the industries average click costs between \$1.00 and \$2.00 USD depending on a variety of factors.

**CPI** is like a newspaper ad where you pay a cost based on the circulation of the newspaper assuming 1 view of the ad per customer. A web view is called an “impression”. On average each The Dryden Rotary site ad is seen 500 times per month or 6,000 impressions per year. CPI is also called CPM or Cost per thousand (M). The cost of one impression is therefore 0.016 cent per impression or \$16.00/M for a \$100.00 button ad.

For example during 2014-15 the Dryden Rotary site had 6 ads. The average number of Clicks for each ad was 349 so the minimum an advertiser should pay, at \$1.00/CPC, is \$349.00 .

Hence when one combines the CPC and the CPI, a flat fee of \$100.00/year is good advertising value.

In addition Dryden Rotary does not charge a set-up fee, nor do they charge a design fee.