Website Advertising Options & Rates 2017-2018

Rotary Dryden

COMMUNITY SUPPORT
Roadside cleanup, Hazardous waste day,
Xmas tree pickup, Hospital equipment
Rotary Park Soccer

Button Ad
175 pixels x 100 pixels
$100.00/year

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

Contact
John Borst
807 221 7118

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

To purchase an ad
Contact
John Borst
807 221 7118
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.