

# Advertising on the Canfield Rotary Club Website

The Rotary Club of Canfield has recently expanded and moved its website to a new location. The new site, operated by ClubRunner, is a central resource for both club members and members of the Canfield community. We are seeking business sponsors for our website and weekly bulletin. The ad can be linked to your website or to an email address. Listed below are some frequently asked questions about how this advertising could benefit your company.

## What is Rotary?

Rotary is the oldest service organization in the world. It has 1.2 million members in over 31,000 clubs in 167 countries. It has one of the best foreign exchange programs for high school students, as well as advanced exchange programs for graduate students. It was one of the prime movers in a decades-long effort to eradicate polio and has consistently contributed to both local community projects and projects to improve health and welfare in poor countries. Founded 100 years ago in Chicago, its members have included several past US presidents as well as leaders from every profession and business.

## Who is in the Rotary Club?

The Rotary Club of Canfield includes 80 men and women who are business and community leaders from the Canfield area. These successful individuals represent an ideal target market; they are the kind of people who make decisions that affect significant buying decisions in their everyday professional lives.

## Who will see the ads?

Members will be accessing the website frequently, because it will be a central management and communication tool for the club. Your ad will appear on every page of the website and will be rotated through the welcoming page. It will also appear on every weekly club newsletter, which is distributed to over 200 members and community leaders throughout the Mahoning Valley.

## How much will the ad cost?

The cost of the ad will depend on the size. The width of the ad is set at 100 pixels, which translates into approximately one inch wide on the screen. We will sell ads in three different heights: half inch (at \$80/year), one inch (\$150/year), and two inches (\$250/year). For less than a quarter a day, you can have an ad that will be seen by our members and guests every week. The actual size of those ads is shown at the right. We can reduce the ad from material of a proportional size. If you have a website, company logo for your stationary, or business card, chances are a suitable image can be scanned from one of these sources. Alternatively, we can list your company name in text. In most cases, we can produce an attractive ad for no cost to you other than committing to a year's advertising in advance.



## How will you benefit from your ad?

Rotarians have a strong commitment to their communities and to the businesses and professionals who make their community prosper. Our members will want to support the businesses that support us and the many community projects that we take on.

## Where can I find the website?

The website address is [www.canfieldrotary.org](http://www.canfieldrotary.org).