Rotary Club of La Crosse, Wisconsin

Web Site Sponsorship Guide

Benefits of sponsoring an ad on the Rotary Club of La Crosse web site:
- Enhance your business' public relations and image.
- Opportunity to sponsor and support the Rotary Club of La Crosse and your community.
- Sharing with fellow Rotarians in our club and other local club who would like to know what you do.

Why advertise on the Rotary Club of La Crosse's web site?
- The majority of visitors to our website are members and friends of our club. This makes our site's web sponsorship an ideal opportunity for small and large businesses to promote their products, services or an upcoming event in our community. Moreover 100% of the advertising revenue goes back to our club; this in turn supports the local community.

How Does It Work
Ads are displayed in three locations on the web site.
- At the top of the right-hand panel of the Home Page
- At the top of the right-hand panel of all secondary pages, ALL sponsors are listed.
- At the bottom of the left-hand panel of the eBulletin, ALL sponsors are listed.

There are two styles of ads that can be displayed.
- **Image** – Such as your logo.
- **Text** – Such as the company name and a brief statement.

The ad can be linked to your web site address. If you do not have a web site you can provide your email address. When a viewer clicks on your ad they will be taken to the specified web site link or a pop-up will appear with your specified email address ready for them to type an email message to send to you.

An **image** ad provides the quickest and most visual impact for your business/organization. You might choose to submit your company logo. The image should be provided in JPEG format; this will give you the best resolution and is a format that is compatible with our web site management tool. When choosing your image keep in mind that the image will be reduced in size to conform to a 100 pixel width area on our web site and eBulletin. You can visit our web site to view ad displays from: Rotary Lights, Brain Game, and Myrick EcoPark.

If you don't have a good image we can do a **text** ad. The criteria for a text ad are: 1) they are limited to a maximum length of six lines. You may choose to leave a line blank to create white space and visual appeal. 2) Only standard text will be used but you may specify the formatting as regular, bold, italic and/or bold italic. 3) Each line can accommodate approximately 13-17 characters to include spaces based on the type of text specified and whether capital letters and numbers are used.

12 Consecutive Months	$120
Monthly	$20

- Advertisements must be paid for before they can be posted to the web site.
- If a sponsor chooses to terminate an ad they will not be refunded any potion of the annualized advertising fee they have paid as a result of non-use.
- Ads must be submitted to the Club Administrator at rotary@rotarycluboflacrosse.org
- All ads will be reviewed by the Club Administrator and President if necessary.

Submitting an Ad

- Complete the Sponsorship Application
- Email your image to rotary@rotarycluboflacrosse.org
- Email your text ad in the format you would like displayed to rotary@rotarycluboflacrose.org

Sponsorship Application

Application Date:

Company:

Contact Name:

Address: City: State: Zip:

Contact Phone: Contact Email:

Ad Style: Image   Name of Image:

Text ☐

Line	Content	Bold	Italic
1		☐	☐
2		☐	☐
3		☐	☐
4		☐	☐
5		☐	☐

Ad Term: Date from _____ to _____

$120 ☐ 12 months

$20   X 1 month
$40 ☐   2 months
$60 ☐   3 months
$80 ☐   4 months
$100 ☐   5 months

Submit payment to Rotary Club of La Crosse, P.O. Box 1914, La Crosse, WI 54602-1914

For Administrative Use
Date Application Received: Date Ad Posted: Date Ad Deleted:
Payment Amount: Date Payment Received:
Other: