

Fort Collins Foothills Rotary Website Advertising



Our Rotary Club website is a wonderful way to reach your target audience in association with an organization built on trust and integrity. Consider it if you would like to reach:

- Rotarians, their families and friends
- People interested in charitable causes supported by Rotary
- Community members and businesses who respect what Rotary stands for

Your payment goes to defray the cost of Club Operations – particularly our online presence – so that we can contribute more to our projects and charitable causes.

Two ad formats are available:

175px wide × 100px tall
\$100/year



175px wide × 200px tall
\$150/year



Every advertisement must be approved by our Club's Board, based on not only the appearance of the ad itself, but also the company standing behind it. After all, our reputation is on the line when we create space for your visual presence. We will also check what users see when they click on your ad.

You'll pay for a complete year's payment (365 days, not calendar year) up front in order to reduce the overhead. Limited design services are free if you need them, as we want to create an attractive and respected website. If you don't have a web page for people who click on your ad, we'd be glad to have the ad send people to a PDF document for users to view or print out.

Please speak with us if you have special advertising needs, such as changing the ad appearance during a particular time of year.

Frequently Asked Questions

- Is this a charitable contribution?
What results can I expect to see in terms of views and click-throughs?
- No. This is defraying the operating costs of the Club. 2018 is the initial year for this program, so we don't yet have a set of baseline statistics. 2017 averaged 154 users per month, and over 200 pageviews per month for our homepage (which gets about 45% of the site traffic). We don't know what the ad click-through rate will be. Your monthly statistics report will help to establish the baseline.
- Who will see my ads?
- We have multiple audiences:
- Our club members
 - Family, friends and others interested in what the club's doing
 - Others in the community who support Rotary and our beneficiaries
- Where will my ad be seen?
- On the www.fcfoothillsrotary.com home page, and next to stories when someone is viewing an individual story. Ads are not yet included in the quarterly newsletter or the weekly President's Message. Ads do not appear on the Club's FaceBook, Meetup, or Instagram pages, or in the ClubRunner app. Ads will be displayed when viewing the site through computer, mobile phone, or tablet.
- What if I don't see business results from this?
- Like most advertising, you're paying for views. It's up to viewers for any action they may or may not take, and we have no control over that. Your results will depend on many factors, but this is a small investment to make if you think it supports your brand.
- Is there a cap on the number of ads which will be accepted?
- For 2018, we will only accept ten ads.
- How many ads are displayed to the viewer?
- All ads will be shown, every time someone views the page.
- What if my competitor also purchases ad space?
- We are not in a position to police this. Ads will be first come first served, and each will be independently evaluated by our Board.

Next steps

If you're interested to purchase an ad for a year, please [fill out this form](#) and our website administrator will contact you.