



Rotary Club of Gwinnett County

Website Sponsorship Guide

Benefits

The benefits of sponsoring an ad on the Rotary Club of Gwinnett County include:

- ♦ Sponsor and support your community.
 - ♦ Enhance your business' public relations and image.
 - ♦ Opportunity to sponsor and support the Rotary Club of Gwinnett County.
 - ♦ Sharing with fellow Rotarians in our club and other local club who would like to know what you do.
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Why Sponsor

Why advertise on the Rotary Club of Gwinnett County's Website?

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 offering products and services in our community. Moreover, 100% of the advertising revenue goes back to our club, this in turn supports the local community.

How It Works

Ads are displayed in 3 locations:

1. at the top of the right-hand panel of the Home Page, one sponsor at a time on a randomly rotating basis;
 2. at the top of the right-hand panel of all Secondary Pages, all sponsors listed
 3. at the bottom of the left-hand panel of the eBulletin, all sponsors listed
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Ad Specifications Overview

There are 2 styles of ads that can be displayed:

- ♦ **Image** – Such as a company logo
- ♦ **Text** – Such as the company name and a brief message

The ad can be linked to a website address. This can be a company home page or any existing page within the company website. The alternative is to choose to provide an email address. When a viewer clicks on your ad they will be taken to the specified website link or a pop-up will appear with your specified email address ready for them to type an email message to send to you.



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Image Ads

An image ad provides the quickest and most visual impact for your organization. You might choose to submit your company logo or some other small but defining graphic image for your organization.

The image should be provided in JPEG format, this will give you the best resolution and is a format that is compatible with our website 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 website and eBulletin. Images that are simple with reasonably sized text will work best. For example:



Please visit our website, www.gwinnettrotary.com, to see how this image ad displays on the home page, secondary pages and the eBulletin.

Text Ads

If you don't have a good image you would like to use try a brief, catchy text ad.

Text ads will conform to the following specifications:

- ♦ Be limited to a maximum length of 6 lines. You may choose to leave a line blank to add white space and visual appeal to your text ad.
- ♦ Only standard text will be used but you may specify the formatting as regular, bold, italic and/or bold italic
- ♦ 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. For example:



Please visit our website, www.gwinnettrotary.com, to see how this text ad displays on the home page, secondary pages and the eBulletin.



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Sponsorship Rate & Terms

We are offering an introductory sponsorship rate as follows:

Ad Placement Date Falls Between	Ad Price
Q1 2009 - January 1 and March 31	\$100
Q2 2009 - April 1 and June 30	\$75
Q3 2009 - July 1 and September 30	\$50
Q4 2009 - October 1 and December 31	\$25

- ♦ **For 2009, website sponsorship is only open to Rotary Club of Gwinnett County club members unless otherwise approved by the Board.**
- ♦ Advertising is setup on an annualized basis.
- ♦ Ads can not be paid for on a quarterly basis or renewed on a quarterly basis. The annual fee as outlined in the schedule above must be paid up front.
- ♦ All ads will expire at the end of the calendar year.
- ♦ If a sponsor chooses to terminate an ad they will not be refunded any portion of the annualized advertising fee they have paid as a result of non-use.
- ♦ Advertisements must be paid for before they can be posted to the website.
- ♦ Advertising content may not be changed during the term of the advertisement.
- ♦ Advertising submitted for placement on the website shall conform to the specifications outlined in the Ad Specification section of this document and submitted to the Club Communications & PR Chair.
- ♦ All ads will be reviewed by the Board for approval prior to being posted to the website.

Submit an Ad

To Advertise:

- ♦ Complete the 2009 Sponsorship Application form and submit it the club Treasurer, Sergeant-At-Arms or the Club Communications & PR Chair, along with your payment.
 - ♦ If you have selected an image ad, email your image to the Club Communications & PR Chair.
 - ♦ If you have selected a text ad, email your text in the format you would like it displayed (regular, bold, italic or bold italic) and indicate what line each piece of text should appear on (line 1, 2, 3, 4, 5 or 6) to the Club Communications & PR Chair.
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2009 Sponsorship Application

Sponsor's Information

Application Date: _____

Company: _____

Contact Name: _____

Address 1 _____

Address 2 _____

City: _____ State: _____ Zip Code: _____

Contact Phone: _____

Contact Email: _____

Ad Specifications

Ad Style: Text Image

Text Ad Content: (If you have chosen a text ad please provide the wording in the block provided below.)

<u>Line #</u>	<u>Content</u>	<u>Bold</u>	<u>Italic</u>	<u>Line #</u>	<u>Content</u>	<u>Bold</u>	<u>Italic</u>
1:	_____			4:	_____		
2:	_____			5:	_____		
3:	_____			6:	_____		

Image Ad Name: (If you have chosen an image ad please list the name of the image below to ensure that your image is associated with the correct sponsor information.)

Website or Email Ad Should Link To: (for example: www.gwinnettrotary.com)

Ad Term: Date in Q1 '09 to 12/31/09 = \$100 Date in Q3 '09 to 12/31/09 = \$50
 Date in Q2 '09 to 12/31/09 = \$75 Date in Q4 '09 to 12/31/09 = \$25

For Administrative Use

Date Application Received: _____ Date Ad Posted: _____

Date Payment Received: _____ Payment Amount: _____

Other: _____