

THE NATURE OF BUSINESS



DIGITAL ADVERTISING MEDIA KIT





WEBSITE VISITOR INFORMATION & STATS

EsteroChamber.org is not only an online local hub for Estero business news and events, but also a powerful marketing tool for Estero Chamber of Commerce Members.

One of the many benefits of an Estero Chamber of Commerce Membership is the opportunity to purchase banner advertising on our high-traffic website. This benefit is only available to current members in good standing.

- Ranked on Google Search Engine Page One for Estero, FL keyword phrase
- 22,200 monthly global searches
- Top 3rd website ranking against local, state and local area competitors
- Average number of monthly impressions: 24,121
- Average number of monthly users: 1,146
- Average monthly number of user sessions: 1,502
- Average visitor time spent on a page: 1 minute, 8 seconds



BANNER AD SIZES & SPECS

Vertical Rectangle	120px x 600px
Horizontal Rectangle	728px x 90px
Large Square	300px x 300px
Small Square	125px x 125px

If artwork file is being submitted:

- Artwork files must be formatted to the above banner sizes. Logo files not formatted to banner size cannot be accepted.
- High-resolution file formats accepted: JPG, PDF, PNG or EPS
- Files must be 300 dpi or higher
- Please send files to support@wbn-marketing.com

Banner ad design and production services are available to members. The cost to produce a banner ad is \$100.00; Please contact 239-592-0060 or email support@wbn-marketing.com to request production of a banner ad.

Ads must be received by the 15th of each month prior to the insertion date.

For example: *Insertion date: August 1st* *Ad due date: July 15th*



PRICE & POSITIONING

Availability for ad positions and pages is first come, first serve. A minimum of four banner ads will be allowed per page. All banner ads are linked to advertiser's website.

Available positioning:

	1 Month	3 Months	6 Months
Home Page (*Limited positions available)			
Vertical Rectangle	n/a	\$945	\$1,890
Large Square	n/a	\$810	\$1,620
Single Event R.S.V.P. pages			
Vertical Rectangle	\$150	\$405	\$810
Horizontal Rectangle	\$150	\$405	\$810
Large Square	\$100	\$255	\$540
Small Square	\$60	\$135	\$324
Join/Renew page			
Vertical Rectangle	\$150	\$405	\$810
Horizontal Rectangle	\$150	\$405	\$810
Large Square	\$100	\$255	\$540
Small Square	\$60	\$135	\$324
Visitors Center page			
Vertical Rectangle	\$100	\$290	\$550
Horizontal Rectangle	\$100	\$290	\$550
Large Square	\$75	\$205	\$405
Small Square	\$50	\$145	\$135
Chamber News page			
Vertical Rectangle	\$100	\$290	\$550
Horizontal Rectangle	\$100	\$290	\$550
Large Square	\$75	\$205	\$405
Small Square	\$50	\$145	\$135

Insertion agreements are sold in 1, 3 or 6-month terms. A 10 percent discount is given on 3 and 6-month agreements, and is reflected in pricing. Advertising and production costs are required to be paid in full prior to the first insertion date. All advertising submitted is subject to final approval by the Estero Chamber of Commerce. Digital Advertising Packages can be purchased online at EsteroChamber.org/DigitalAds.



TRACKING & REPORTING

Advertisers will receive monthly reporting showing page impressions and click-through rates. Monthly reporting is distributed between the 1st and the 15th of each month for the prior month's performance.

To reserve your space or to check availability, please call 239-592-0060.



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