



The Lakes Region Chamber of Commerce
383. South Main St., Laconia, NH 03246
Ph: 603.524.5531 • Fax: 603.524.5534
www.lakesregionchamber.org



Website Advertising Policy

The Lakes Region Chamber of Commerce offers members the opportunity to advertise on the website, www.laconia-weirs.org. The new website on average receives an impressive 50,000+ pageview* visits per month. The website advertising program can provide Chamber members a way to tap into this high volume of use and gain exposure. The information below details the website advertising policy, including location, specifications, and cost:

Location: Home page and all pages with current photo tiles on left hand side menu bars

Three web ads will run on an auto rotation script, rotating on all pages with current photo tiles on left hand side menu bars; for example on the Activities & Entertainment, Alphabetical Directory, Trip Planner, Business Relocation Packet, etc pages. Three ad tiles will be accommodated along the right side of all pages except the home page, and included in the auto rotation.

Size/format: Static image tiles

All web ads will be a static format, no flashing will be allowed. Every static web tile ad will have a direct link to the advertiser website (when applicable) and open in a new window. Tiles need to be standard pixel dimension 125 width x 125 height in JPEG or GIF format, and 15 KB or less.

Pricing: \$200 for three months \$250 for Featured Business Ad on Home Page

Web ads on www.lakesregionchamber.org will run on a three-month period, rolling cycle basis. Featured Business ad runs monthly. Although multiple ads for the "Featured Business" will be allowed for 2009, consecutive ads are not. If you place a tile ad on the website, you will automatically have an ad in the Lakes Region Traveler E-Newsletter.

Ad copy and payment needs to be submitted by the 15th of the month prior to the starting month ads are due to begin rotation. In order to start in the ad rotation for July 1, ad copy and payment are required by June 15th.

Policy Standards

Any business who wishes to participate in the Chamber's website advertising program must be a current member in good standing. If membership dues are up for renewal during the quarter a banner ad is on the website, dues must be paid within 30 days of receipt. If membership dues are not paid within 30 days of receipt, web ads will be removed from the website and no refund will be allowed.

The Chamber of Commerce reserves the right to determine the appropriateness of all web ads and holds the right to reject any ad that is not suitable. The Chamber also reserves the right to discontinue the web advertising program at any time it deems necessary.

*Pageview: a request to the web server by a visitor's browser for any web page; this excludes images, javascript, and other generally embedded files types.



The Lakes Region Chamber of Commerce
 383. South Main St., Laconia, NH 03246
 Ph: 603.524.5531 • Fax: 603.524.5534
 www.lakesregionchamber.org



Website Advertising Contract

Contact Information

Name of Business: _____

Contact: _____

Telephone: _____ Fax: _____

E-mail: _____

Timeframe for Ad*:

- 1 month: starting month _____
- 2 months: starting month _____ ending month _____
- 3 months: starting month _____ ending month _____
- 6 months: starting month _____ ending month _____
- 9 months: starting month _____ ending month _____
- 12 months: starting month _____ ending month _____

* Tiles need to be of standard pixel dimension 125 width x 125 height in JPEG or GIF format, and 15 KB or less. Featured Business logo should be approximately 225 width x 100 height.

Website link html: _____

Payment:

Payment is due before the ad can be placed on the website. Cost is \$200 per three month period as selected above or \$250 per month for the Featured Business ad. Ad copy and payment needs to be submitted by the 15th of the month prior to the starting month ads are uploaded.

Total Payment Due: \$_____

Signature (Participating Business)

Date

Signature (Chamber)

Date