



## Advertising Offerings on WhitewaterBanner.com

The Whitewater Banner ("the Banner") is Whitewater's local community supported source for objective news, events, and photos. The Banner is staffed by volunteers and is updated as often as possible, often daily.

The Whitewater Banner is owned by the Whitewater Community Foundation. Advertising revenue from the Banner is used to support the The Whitewater Community Foundation's mission of "enhancing quality of life in the Whitewater area via educational, cultural, charitable or benevolent expenditures." To learn more about the Whitewater Community Foundation, go to their website at <http://www.whitewatercommunityfoundation.org/>

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### Traffic Statistics

Average Monthly Visitors to Site: 6,900  
Average Daily Sessions: 1,408  
How users access the site breakdown: Desktop: 62.39%; Mobile 23.82%; Tablet 13.79%

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If you would like more specific information on the website statistics, please email [whitewaterbanner@gmail.com](mailto:whitewaterbanner@gmail.com).

### Advertising Offerings - Overview

**Premium Ad**  
\$1500 per year  
Prorated for

July 1, 2018 to December 31, 2018: \$600

- Desktop ad size is 250 pixels (width) x 600 pixels (height)
- Mobile ad size is 400 pixels (width) x 175 (height)
- Link to a URL of your choosing
- Ad will run through the end of the calendar year for which it is contracted.
- Ad will rotate between all premium ad spaces on the Banner and will appear with equal frequency to all other premium ads

*See Premium Ad Details on Page 2.*

**Regular Ad**  
\$250 per year  
Prorated for

July 1, 2018 to December 31, 2018: \$100

- Desktop ad size is 250 pixels (width) x 250 pixels (max height)
- Desktop only. No mobile exposure.
- Maximum file size: 50 KB
- Link to a URL of your choosing
- Ad will run through the end of the calendar year for which it is contracted.
- Ad will rotate between all regular ad spaces on the Banner and will appear with equal frequency to all other regular ads

*See Regular Ad Details on Page 3.*

## Premium Ad - Details

Premium ad space costs \$1500 per calendar year, payable prior to the beginning of the calendar year. The prorated amount for July 1, 2018 to December 31, 2018 is \$600.

There will be up to 4 premium ad spaces available per calendar year with 2 premium ad spaces visible at a single time on the whitewaterbanner.com homepage. Ads will appear randomly in the premium ad spaces each time a page loads, with equal frequency. Premium ads are placed more prominently on the Banner homepage, directly next to the Banner logo. Additionally, 2 premium ads will appear on the mobile version of the Banner directly above and below the Banner logo.

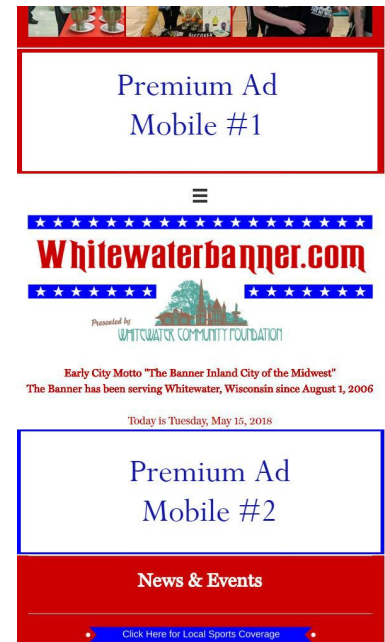
A premium ad will appear on the WhitewaterBanner.com homepage approximately 700 times per day (250,000+ times per year).

## Ad Specifications

- Desktop ad size is 250 pixels (width) x 600 pixels (height)
- Mobile ad size is 400 pixels (width) x 175 (height)
- Please submit both a Desktop and Mobile Ad
- Maximum file size: 50 KB
- Please use .jpg or .png format for ads.
- Ads can link to any single URL.
- Ad will run through the end of the calendar year for which it is contracted.
- Ad will rotate between all premium ad spaces on the banner (see attached for details on premium ad spaces) and will appear with equal frequency to all other premium ads.

## Premium Ad Space Placement Reference - Desktop & Mobile

(Please note the images are not to scale and are only intended to display the placement of the ads.)



## Regular Ad - Details

Regular ad space costs \$250 per calendar year, payable prior to the beginning of the calendar year. The prorated amount for July 1, 2018 to December 31, 2018 is \$100.

There will be up to 12 regular ad spaces available per calendar year with 12 regular ad spaces visible at a single time on the whitewaterbanner.com homepage. Ads will appear randomly in the regular ad spaces each time a page loads, with equal frequency. Regular ads are placed in the side bars on the Banner homepage, cascading down each side of the page. Regular ads will **not** appear on the mobile version of the Banner.

A regular ad will appear on the WhitewaterBanner.com homepage approximately 870 times per day (300,000+ times per year).

## Ad Specifications

- Regular ad size is 250 pixels (width) x 250 pixels (max height)
- Maximum file size: 50 KB
- Please use .jpg or .png format for ads
- Ads can link to any single URL.
- Ad will run through the end of the calendar year for which it is contracted.
- Ad will rotate between all regular ad spaces on the Banner (see attached for details on regular ad spaces) and will appear with equal frequency to all other regular ads

## Regular Ad Space Placement Reference - Desktop & Mobile

(Please note the images are not to scale and are only intended to display the placement of the ads.)

Cherry Whitewater  
Love. Local. Good. Better.

Sponsors

Regular Ad Space

Regular Ad Space

Regular Ad Space

Regular Ad Space

Looking for a job? Generac to hold on the spot interviews on May 16 from 9 am - 5 pm  
May 15, 2018

AL

Heritage Grape Foods  
Janet Wakefield  
Jazzed-Up Marshmallous  
Johnson Family Produce  
Kettle Moraine Honey  
KMA Jewelry  
Kristie's Creative Kitchen  
Lefty's Too

Stormy's Grilled Cheese  
Sunny Brook Farm  
Sweet Pea- Dad and Me  
The Vegetable Stand  
Whitewater Community Garden  
Whitewater Grocery Co  
Yang Family  
Zo-Sharp's

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Helpful Links

- Local Media
- Restaurants & Events
- Government
- Schools & Libraries
- Newsletters
- National Media
- Entertainment & Fun
- Sports
- Health & Wellness
- Banks and Credit Unions
- Churches
- Organizations
- Animal & Pet Services

A Cherry Brief History of Whitewater By Carol Cartwright, Whitewater Historical Society  
A Guide to Touring Historical Whitewater (1896-2004)

Cherry Whitewater  
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Sponsors

JOIN US AS WE LEARN ABOUT BASIC BICYCLE MAINTENANCE  
MAY 15, 6:00 P.M.

BIKE ELVES  
MAY 15, 6:00 P.M.

Bike Elves - May 15, 6:00 pm, Irvin L. Young Memorial Library  
May 15, 2018

The Bike Elves will be here to discuss bicycle maintenance. They will demonstrate how to properly inflate a tire, how to change tubes, and how to tell what size tube your bike will need. This event is free and for the entire family. The Bike Elves will have a few bikes on hand to give out to children who do not have a bike. For those children who do have a bike, they will enter their name into a drawing for a bicycle accessory.

The Bike Elves project is focused on providing bicycles for children. They take donated bikes, fix them up and give them away to children that do not have a bike, have a bike that is broken or a bike that is too small. They often trade a broken bike for one that is not broken and trade up bikes from a too small bike to a right sized bike. Children are their major focus, however, they do provide bikes for adults who need bikes to get back and forth to work. The Bike Elves are "changing the world, one smile at a time!"

## Notes

- The term for calendar year 2018 will be from July 1, 2018 through December 31, 2018. Rates have been prorated for 2018. Beginning in 2019, advertisement terms will be 1 year.
- Ad can be changed (both link destination and ad copy) as frequently as monthly by emailing the new ad & URL to [whitewaterbanner@gmail.com](mailto:whitewaterbanner@gmail.com).
- If there are more than 12 regular advertisers and 4 premium advertisers interested in the ad positions, a random drawing will occur to select the advertisers for the year. Advertisers who do not get selected will have priority in choosing ad positions the following year.