



Advertising on WhitewaterBanner.com The Whitewater Banner, Whitewater's favorite source for news, events, and photos, offers advertising for local businesses and organizations. Advertising revenue supports The Whitewater Community Foundation's mission of "enhancing quality of life in the Whitewater area via educational, cultural, charitable or benevolent expenditures." Please email whitewaterbanner@gmail.com to advertise today!

Traffic 2020 saw 329,462 users (1/1/2020 through 12/9/2020), compared to 75,547 users in 2019 - an increase of over 300%! There were 1,325,063 page views vs 666,227 in 2019. Notably, 86% of users in 2020 were new to the site. So advertisers can assume that their ads in 2020 were potentially seen by up to 283,000 unique visitors! Locally, in the Whitewater area, users grew 63% from about 22,000 in 2019 to about 36,000 in 2020.

Ad Types The Whitewater Banner offers five different ad types for 2021:

Ad Type	Price	Slots	Image dimensions (in pixels) and file size	Approximate Views per Year
Premium	\$200/month \$2000/year	4	336 x 280 (Desktop) 100 KB 320 x 100 (Mobile); 100 KB	700,000
Content Anchor	\$75/month \$750/year	8	468 x 60 (Content); 50 KB 234 x 60 (Homepage); 50 KB	280,000
Regular	\$25/month \$250/year	12	250 x 250 (Desktop only); 50 KB No Mobile Exposure	100,000
Sponsor	\$100/year	Unlimited	300 x 300; 100 KB	700,000
Feature	\$50	Variable	Variable	Variable

Notes *Premium*, *Content Anchor* and *Regular* ads are long-term ads that rotate and appear with equal frequency as other ads of the same type. *Sponsor* ads appear at all times. *Feature* ads are sponsored news stories that appear once in the Banner newsfeed. They start at the top of the homepage, and move downward based on the flow of other posts. Images for all ads must be in .jpg

or .png format, and should link to a URL of your choosing. Both image and URL may be changed monthly by emailing us. Finally, ad placement can vary based on the site's content and design, so please contact whitewaterbanner@gmail.com to discuss the exact placement of your advertisement.

Ordering To place your ad, please fill out the below form, and don't hesitate to contact us at whitewaterbanner@gmail.com with any questions!

Organization Name: _____

City: _____ State: _____ ZIP: _____

Contact Name: _____

Phone: _____ Email: _____

URL (web page your ad will link to): _____

Requested Ad Space Please indicate what kind of ad would you like, and for how long - preference is given to advertisers who commit for the entire year. Contact us via email to arrange a Featured ad.

Ad Type	Price	Start Date	End Date	Your Cost
Premium	\$200/month \$2000/year			
Content Anchor	\$75/month \$750/year			
Regular	\$25/month \$250/year			
Sponsor	\$100/year	N/A (no monthly option available)		
Total to Remit:				

To Do We will post your ad as soon as we receive this form, your payment, and your ad files.

- Return this form with your payment (sorry, we can only accept checks at this time) to:
Whitewater Community Foundation
Att'n Banner Advertising
PO Box 428
Whitewater, WI 53190
- Email image file (using specifications listed on previous page) and URL (the address of the web site your ad should link to) to whitewaterbanner@gmail.com.