

BANNER AD PROCEDURE

WHAT YOU CAN SELL FOR EACH STATION:

1. **Radio Web Sponsor** - The client gets the TOP HEADER BANNER 668 x 83
2. **Footer Banner:** 668 x 83 (you can sell up to four to rotate)
3. **Sidebar Advertising PER PAGE** (yes, you can sell sponsorship on any page on the sites) The sizes are simple: 300 x 200 or 300 x 125

IF THE CLIENT IS PROVIDING THE BANNER AD:

FEE: None. Just send Michelle Gatchell the artwork at gatchellm@gmail.com.

SIZES

Top Header banner: 668 x 83

Footer Banner 668 x 83

Side Banner Ad: 300 x 200 or 300 x 125

COST

\$500 per month/front page

\$100 per month add-on/front page

\$75 per month add-on/page

IF WE ARE CREATING THE BANNER AD

FEE: One-time setup/creation \$100

SIZES

Top Header banner: 668 x 83

Footer Banner: 668 x 83

Side Banner Ad: 300 x 200 or 300 x 125

COST

\$500 per month/front page

\$100 per month add-on/front page

\$75 per month add-on/page

WHAT YOU NEED TO DO:

- Get the artwork from the client and email it directly to gatchellm@gmail.com
- If no artwork, get an idea of what needs to be on the banner ad:
 - if Logo get them to send it as a PNG or JPG? artwork? Phone? Address? Web link or social media links
 - **Note:** *We can't just grab artwork off the internet. Most is copyrighted and we can get into serious trouble for using artwork we're not licensed to use. Client may have to pay artwork purchase fee if they cannot provide artwork to us.*

Send Michelle in an email at gatchellm@gmail.com complete instructions:

1. Who is the client – give contact information if they need to approve an AD created.
2. What radio station site does AD go on.
3. Get logo and any artwork from them.
4. Is the banner ad for a specific page? Or ALL pages
5. When does it run? (Start and end date)
6. Where does the banner ad point? (client website address)
7. Get any social media links they want with the AD.
8. For Ads we are not creating get a full color proper sized PNG or JPG from the client of their AD. Let me know what size they purchased because sometimes the size they send does not fit the size they purchased.