



## Website Advertising

### Overview

The Hudson Area Chamber of Commerce & Tourism Bureau offers advertising opportunities on two sites [www.HudsonWi.org](http://www.HudsonWi.org) and [www.DiscoverHudsonWi.com](http://www.DiscoverHudsonWi.com) through banner ads at the top of the sites' most frequently visited pages. Advertisements are only available to active members of the Hudson Area Chamber of Commerce & Tourism Bureau. Banner ads will open the URL of the advertisers choosing in a new browser window.

Consider these numbers from 2016:

- Our website received 93,247 visits from 62,293 users
- The average user visited four pages and spent a minute and a half on the website
- Less than ten percent of all users left the site after visiting only one page
- 66 percent of all users were new to the Chamber website
- The member directory was the first or second page visited by 7,500 users
- 75 percent of website users were in the coveted 18-54 age demographic
- 98 percent of website users were from a corridor from Chicago to Fargo, meaning they are ready to engage your business in the short-term and long-term

### Ad Specifications

- Banner Ads:  
 File formats: .jpg, .gif or .png  
 Size: w:600 px h:110 px
- Ads will rotate, not to exceed 3 per available spot.
- No flash animation animated GIFs or any other moving images may be included in the ad; static content only. No other sizes will be accepted. No pop-up ads permitted.
- All artwork must be provided in the format outlined above.
- Please provide hyperlink to which you would like your ad to linked (default will be your company website as listed in the Membership Directory if none is provided).
- Submit ads no later than the 15<sup>th</sup> of the month prior to your starting contract date via email to: [vanessa@hudsonwi.org](mailto:vanessa@hudsonwi.org)
- Verify your work. You are responsible for proofing your ad.
- Make sure your ad is saved for website use if using Photoshop or similar application.

### Banner Ad Pages & Rates

PAGE(S)	COST PER MONTH
Business Directory Homepage*	\$75
<i>Restaurant Category / Eat &amp; Drink**</i>	\$50
<i>Hotels/Motels or Bed &amp; Breakfast Inn / Stay**</i>	\$50
<i>Retail Category / Shop</i>	\$50
All Other Business Categories	\$25
Itineraries Homepage	\$25

\* Business Directory Homepage ads will also populate category listing pages where no ads have been purchased.

\*\* Banner Ads will show on the Chamber and Tourism websites under these categories.

## Website Advertising Contract

### CONTRACT CONDITIONS:

1. All advertisements are subject to the approval of the Hudson Area Chamber of Commerce & Tourism Bureau (hereinafter referred to as the Chamber).
2. The Chamber online advertising does not guarantee or endorse product(s), service or company claims made in the advertisements.
3. Banner ads are placed on your choice of available pages, first come first serve basis.
4. Ad duration will be for consecutive quarterly months only.
5. Ads will rotate, not to exceed 3 per available spot.
6. Ads cannot be changed for the duration of your contract, unless you have the following contracts: 6-Month Banner may only be changed once during the contract period. 12-Month Banner ads may be changed quarterly.
7. If you renew your advertising contract and want to change your ad it must be submitted at least ten days in advance of the new posting date.
8. Advertising on the Chamber website is limited to Chamber members in good standing. If member is no longer in good standing the Individual/Company forfeits the cost of the advertisement and the advertisement will be removed by the Chamber. The ad may be reinstated at the discretion of the Chamber for the remainder of the original contract only when full membership dues are made current.
9. Advertisers and sponsors have no control over editorial decisions or advertising policy.
10. Ads may link off-site to a commercial website. The Chamber does not assume any responsibility for any material contained on the website to which it links.
11. The Chamber reserves the right to decline or cancel any submitted advertisement or discontinue posting of any advertisement previously accepted if technical, fraudulent or misrepresentative situations develop. We reserve the right to decline any link to or from the Chamber website that is unacceptable.
12. The advertiser agrees that it is responsible to third parties for the content of advertisements placed. In the event that the Chamber becomes liable to any third party as a result of an advertisement the advertiser agrees to indemnify any or all of them for damages owed to the third party and for the fees and costs associated with the controversy.
13. Price does not include cost of graphic art/production. The Chamber does not design ads but would be happy to refer you to a member.
14. Rates and conditions will not change during your contract period.
15. The Chamber is not liable for delays or outages of the internet server in the event of an Act of God; an action by any governmental or quasi- government entity; interruption of any kind; a server-side error; or any condition beyond the control of the Chamber affecting ad presentation or delivery in any manner.
16. Members are not permitted to share advertising space. Advertising space is limited to one member business. Members who own multiple companies may not split an ad space among those separate memberships.
17. All advertisers will be presumed to have read and understood this Website Advertising Contract and agreed to its conditions without any further contracts.
18. A completed Website Advertising Contract is required to reserve your space. Incomplete submissions or unpaid contracts will not be published.
19. All Website Advertising Contracts are net and are for the period stated on the contract only.
20. The total advertising fee is due no later than the 15<sup>th</sup> of the month prior to your contract start date.
21. The Chamber will have the advertisement posted no later than Noon on the first business day of the starting month of the contract.

*I acknowledge upon signing this Website Advertising Contract that I have read, understand and accept the terms and conditions of the Website Advertising Contract.*

Authorized Signature of Advertiser: \_\_\_\_\_ Date \_\_\_\_\_

Name of Authorized Advertiser (Please Print Clearly): \_\_\_\_\_

Company Name: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State \_\_\_\_\_ Zip/Postal \_\_\_\_\_

E-mail: \_\_\_\_\_ Phone: \_\_\_\_\_

----SELECT AD PLACEMENT & DURATION ON NEXT PAGE----

**AD PLACEMENT & DURATION** (select ad rate, location and duration)

Ad Page Placement (select placement option):

- Business Directory Homepage \$75/month
- Restaurant Category / Eat & Drink \$50/month
- Hotels/Motels or Bed & Breakfast Inn / Stay \$50/month
- Retail Category / Shop \$50/month
- All Other Business Categories (list category \_\_\_\_\_) \$25/month
- Itineraries Homepage \$25/month

Duration

- 3 consecutive months (ad may NOT be changed)
- 6 consecutive months (ad may be changed once)
- 12 consecutive months – 1 month FREE (ad may be changed quarterly)

January, February, March     April, May, June     July, August, September     October, November, December

URL to which Ad will link: \_\_\_\_\_

**BILLING** (\*must be paid in full by the 15<sup>th</sup> of the month prior to start date or space will be forfeited to next member on wait list)

CHECK ENCLOSED     VISA     MASTERCARD     DISCOVER     AMEX     SEND INVOICE\*

Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_/\_\_\_\_

Name on Card (Print): \_\_\_\_\_ Security Code: \_\_\_\_ \_

Billing Zip: \_\_\_\_\_

Signature: \_\_\_\_\_

**Return SIGNED contract, form & payment to:**

Hudson Area Chamber of Commerce & Tourism Bureau  
Attn: Vanessa LaFleur  
502 Second Street  
Hudson, WI 54016

(f): (715) 386-8432

(e): Vanessa@hudsonwi.org