



WEB ADVERTISING OPPORTUNITIES

- Banner advertising will increase traffic to your website.
- The Santa Monica Chamber of Commerce is one of the most trusted business sources in the city with a website that averages 20,000 hits per day.
- All banner advertisements on the website will help with conversion rates and click through.

TIER 1

Size: 160X130

Price: *See Attached Pricing Sheet*



- These ad spaces can either be static or rotating
- Businesses will have ability to advertise on the homepage or sub-page of website
- Each thumbnail will be clickable and then will take users to your companies website

TIER 2

Size: 213x103

Price: *See Attached Pricing Sheet*



- These advertising spaces are the larger spots at the bottom of the page
- People will get a Thumbnail picture as well as an area for contact details
- In addition, these advertising spots will link to the companies website

VIDEO ADVERTISING OPPORTUNITIES

- Video is the most powerful and persuasive medium in existence.
- Video presence on the web is the fastest growing trend and reshaping the internet forever.
- Today, every 60 seconds is equivalent to 15 hours of new video content on YouTube.
- Video increases conversation rate better than any other marketing tool, thus leading to more traffic and more sales.

TIER 1

Price: See Attached Pricing Sheet



- This is our intro model to creating stunning video advertisements for web campaigning
- These videos will be simplistic in nature, but powerful in their message (30-45 seconds)
 - Affordable affective video marketing
 - Grabs your viewers' attention
 - Shot in High Definition
 - Half body news broadcast style
 - Inclusion of company logo background
 - Product or service testimony

TIER 2

Price: See Attached Pricing Sheet



- The premier video service is a dynamic and impressive form of video marketing
- These videos are high in creativity and will easily increase your conversation rate
- Video will feature your actual business' location with titles and music to truly brand your image
- The advertisement itself will double in size to be true 16x9 viewer box when mouse is rolled over
 - "Mini Commercial" shot in High Definition
 - Dynamic advertising catered towards targeted demographic
 - Custom design
 - On location filming
 - Music and titles
 - Lifestyle branding
 - Roll over to double size, true 16x9 viewer

WEB ADVERTISING PRICING

TIER 1
Size: 160X130
HOMEPAGE DISPLAY


Eat Local	Shop Local	Stay Local
		
<u>Eat Local</u>	<u>Shop Local</u>	<u>Stay Local</u>
1 Month Ad – \$199 6 Month Ad - \$599 (save \$600) 12 Month Ad - \$999 (save \$1,400)	1 Month Ad – \$199 6 Month Ad - \$599 (save \$600) 12 Month Ad - \$999 (save \$1,400)	1 Month Ad – \$199 6 Month Ad - \$599 (save \$600) 12 Month Ad - \$999 (save \$1,400)

TIER 2
Size: 213x103
HOMEPAGE AND SITE-WIDE DISPLAY


			
<u>Advertisements</u>			
1 Month Ad – \$399 6 Month Ad - \$999 (save \$1,400) 12 Month Ad - \$1799 (save \$2,900)			

VIDEO ADVERTISING PRICING

WEBSITE Homepage Only

<p><u>Tier 1 Package</u> 1 Month Video – \$599 6 Month Video - \$1,399 12 Month Video - \$2,499</p>	<p><u>Tier 2 Package</u> 1 Month Video – \$1,399 6 Month Video - \$2,199 12 Month Video - \$3,299</p>	
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WEBSITE Site-Wide (Includes Homepage)

<p><u>Tier 1 Package</u> 1 Month Video – \$899 6 Month Video - \$1,699 12 Month Video - \$2,799</p>	<p><u>Tier 2 Package</u> 1 Month Video – \$1,799 6 Month Video - \$2,499 12 Month Video - \$3,599</p>	
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