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## Sea Girt Chamber of Commerce Website Advertising



Your membership in the Sea Girt Chamber of Commerce entitles you to advertise your business on the Chamber website home page (this is in addition to your automatic listing in the [Member Directory](#)). This opportunity is available only to Chamber members and we offer advertising rates that are highly competitive with other media. If you require assistance with a web ad or with your business branding, we can refer you to local area graphic designers with expertise in this area.

Please review the following ad rates and specifications and feel free to [Contact Us](#) for additional information or to secure a space on the website for your business advertisement. Please note that we have a limited number of ad spaces and each space is purchased on a first come, first serve basis.



The screenshot shows the Sea Girt Chamber website home page. At the top, there is a navigation bar with links for Home, Directory, Events, Our Town, and Join/Contact. Below the navigation bar is a main content area with a green header and a blue sidebar. The main content area features a "Join Us" section with a list of benefits and a "LEARN MORE" button. Below this is a "SCROLLING MARQUEE" section containing several business advertisements, including Reef & Barrel, Kearny Bank, and Fratello Restaurant. The sidebar contains a "Chamber Business" section with a "Place Your Ad Here" button and a "SEASIDE RESTAURANT" advertisement. Below the sidebar is an "Announcements & Upcoming Events" section with details for the "SEA GIRT 5K RUN" event. A "SIDEBAR SLIDE DECK" annotation points to the "SEASIDE RESTAURANT" advertisement.

## Available Ad Spaces

Ad space is available on the Chamber home page in two locations:

- A horizontally scrolling marquee (limited to seven ad spots) directly beneath the latest announcement/event notice;
- A sidebar slide deck (limited to five ad spots) directly to the right of the latest announcement/event notice.

Ad rates, behavior, and specifications are noted below. If you require assistance with your company's web ad or with your business branding, we can refer you to local area graphic designers with expertise in this area. You can provide us with any sized, roughly square-shaped ad and we will scale it down as needed. Please remember that if we scale an existing ad down to the required size, it is possible that some text may become illegible if the original ad is quite large so it's best to start with a smaller ad if possible.



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## Ad Rates & Behavior

- Small ad (scrolling marquee): **\$50** for an entire calendar year. Ads are displayed in randomized order, the marquee can be paused or reversed with mouse hover, and there are a maximum of six ads in the marquee.
- Large ad (sidebar slide deck): **\$75** for an entire calendar year. Ads rotate every six seconds, starting slide is randomized, slides can be navigated via a numbered button list, and there are a maximum of four ads in the slide deck.
- Periodic/seasonal ad updates: An existing ad can be updated during the year for an additional fee of **\$25** per update.

Members advertising for the first time will pay a pro-rated amount relative to when their ad is placed (e.g., a member whose marquee ad is posted in August will only pay for the remaining four months of the calendar year or  $\$50 \times 4 / 12 = \$17$ ). Please note that we have a limited number of ad spaces and each space is purchased on a first come, first serve basis.

## Ad Sizes & File Formats

- Small ad (scrolling marquee): **192 x 192 pixels** at a density of 96 dpi.
- Large ad (sidebar slide deck): **300 x 260 pixels** at a density of 96 dpi.
- Acceptable File Formats: jpg, bmp, gif, png, tif, and pdf.