

# Seattle Industry

## 2008 Advertising Rate Sheet for Website

### *Your On-Line Voice for Industry*

The Seattle Industry Online website gives you, the advertiser, desk-top access to thousands of business people engaged in manufacturing, industrial distribution and transportation businesses in Seattle and the greater Puget Sound region, as well as, non-profit organizations, finance, insurance, real estate and professional services; elected officials and government staff members.

Unlike most sites, we do not charge you for the number of impressions (the number of times the page with your ad is viewed) but rather for 1 or 3 month blocks of time. This gives you a better value for each advertising dollar. Your ad space will not be shared with any other ads during your paid run time. We ask that you pay for your advertisements before we run them. We offer 4 opportunities a month to advertise on the website:

**1) Footer Banner** is shown on the bottom of every page throughout the entire website. This format is a long narrow banner sized at 300 x 25 px. with a link to your website. Example:



**2) Half Banner** is a large ad in a prominent spot on the home page. The size is a rectangle 234 x 115 px. with a link to your own website. Example:



**3) Current Issue Ad** is a square button placed at the top of the sidebar running on our most current print issue web page. The size of the ad is IAB standard 125 x 125 px with a link to your website. Example:



**4) Article pages Ad** offer a great alternative – especially if one topic is of more importance to you than the others. A square button ad is placed at the top of the sidebar running with all articles under that topic. The size of the button is again IAB standard 125 x 125 px with a link to your website. Example:



## Website Advertising Rates

Ad Placement	1 month	3 months
Foot Banner	\$150	\$350
Half Banner	\$100	\$250
Current Issue	\$100	\$250
Article Pages	\$75	\$200

### Other Fees

In addition to the above rates, all new ads must be created by the MIC's staff; the cost is \$100 (see "specifications" below).

### Advertising Specifications

- All ads must be approved by the Manufacturing Industrial Council
- Prepayment of all advertising is appreciated and required
- Ad copy, photos, and logos must be submitted to the MIC via email no later than the **20th** of the month that you wish to run your ad. Submit all materials to Pam Romine at [prmic@qwest.net](mailto:prmic@qwest.net).
- The Manufacturing Industrial Council staff will create the ad for the website.
- The ad set-up cost is \$100 per ad; minor changes to copy for subsequent ads are free
- Advertiser supplies:
  - photos as jpg files, 72 dpi
  - logos as jpg or eps, 72 dpi
  - sketch of how ad should be laid out, if appropriate
  - link to 'landing page' on advertiser's website
- Stock photos are available for an additional fee
- Advertiser will receive one proof prior to publication; only corrections may be made at this time. Additional charges will apply to copy or graphics changes (\$85 per hour).

### ***We'd like to reserve an advertisement on the Seattle Industry Website:***

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

Ad placement \_\_\_\_\_ Footer \_\_\_\_\_ Half Banner \_\_\_\_\_ Current Issue \_\_\_\_\_ Article Pages

Month Commencing: \_\_\_\_\_ for Number of Months: \_\_\_\_\_ at \$\_\_\_\_\_ per month.

X \_\_\_\_\_ Date: \_\_\_\_\_

Authorized Signer

### **Company Contact: SI Website Contact:**

Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Marilyn Young Skogland  
Manufacturing Industrial Council  
206-762-2470  
[mysmic@qwest.net](mailto:mysmic@qwest.net)

## How to create a better ad for Seattle Industry Website

Ads are by design small. That means your ad must be extremely direct and concise. To help you improve the effectiveness of your ads, we offer the following advice:

- Establish your goal: Why are you running this ad? What do you hope to accomplish?
- Be direct: What are you offering?
- Be brief: Write your ad, then edit it, then edit it again, and keep paring it down to its bare essence. Trust me, you'd be surprised how many words you can edit out and still keep the meaning.
- Include an offer: An offer might be a free whitepaper, case study, consultation, evaluation, discount, coupon on your Web site, newsletter they can sign up for, special pricing, etc.
- Include a call to action: Tell them to call you, email you, click through to your Web site or stop by your store...whatever ties into your offer.
- Include a link to a specific landing page within your Web site that ties in with your offer
  - Don't just link to your home page unless the offer is immediately obvious there.
- Create a landing page for a specific offer: Make sure the visitor knows immediately that they're in the right place by using the same wording in the ad and the landing page. Do not just use your home page for your landing page, unless that is where you want people to click through to.
- Try to use a shorter rather than longer URL for the landing page.
- Know that your logo or tagline might be altered to fit the space.

### Tips for your landing page

- Make sure visitor knows immediately that they're in the right place. Your landing page should resemble your ad.
- Be clear about the goal of your landing page and make sure the offer in your ad is the same as the offer the visitor sees once they click through.