



ystark! Email and Website Online Advertising Rate Card

WHY ADVERTISE WITH YSTARK!?

- ❖ We are the premier young professional organization in Stark County
- ❖ We have the largest targeted database to individuals aged 21-40
- ❖ Our membership base is engaged and active
- ❖ Over 1,250 members receive our weekly email blast
- ❖ Web usage is substantial, with over 350 online profiles
 - Average of 1,400 site visits each month
 - Greater engagement rate than average online usage: our visitors view more pages (6+ pages) and stay longer (3+ minutes)
- ❖ Constant pool of new members joining and participating

ADVERTISING GUIDELINES

- To check availability or make an advertisement reservation, contact Aimee Belden, director of ystark!
- When submitting your advertisements to ystark!, send art files and copy to ystark@cantonchamber.org. Images must be RGB format .jpg, .gif, or .png files, saved at 72 dpi. Maximum image file size is 100kb.
- All content must be received 5 days prior to advertising launch date.
- Payment for advertising may be completed online at www.ystark.org
- ystark! reserves the right to request new phrasing/imagery
- Inclusion of listing is left to the sole discretion of ystark!



YSTARK! WEEKLY EVENT eNNOUNCEMENTS EMAIL BLAST ADVERTISING RATE CARD

The screenshot shows an email blast layout. At the top is a banner ad for Huntington Bank's 'Introducing Text Banking' with dimensions 468 px (w) X 60 px (h). Below the banner is the ystark! logo and event information: 'Monthly Meet-Up at The Barrel Room TONIGHT! Wednesday, August 11 6-8 p.m. Free Event!'. To the right is a photo of the Barrel Room interior. A blue arrow points from the text below to the top banner ad.

Top Advertising Banner...\$150/monthly
Static, horizontal banner ad at top of weekly email blast



YSTARK! WEBSITE ADVERTISING RATE CARD

The screenshot shows the ystark! website home page. At the top is a navigation bar with links: Home, Events, About, Photos, News, Members, Twenty under 40!, Fund Drive, Fellowship Program, Contact, My Profile. Below the navigation are three main promotional banners: 'The Barrel Room' event, 'politix mixr!' event, and 'PerplexCity!' event. On the right side, there is a vertical advertising banner titled 'Vertical Advertising Banner on Home Page' with a 'SIGN UP!>>' button. At the bottom left, there is a 'Rotating Horizontal Banner on Home Page' for Stark State College. Below the banners is an 'EVENTS' section with a listing for PerplexCity on August 28, 2010. A 'MEMBERS' section is visible at the bottom right.

Horizontal Advertising Banner on Home Page...\$50/quarter
 Rotating, horizontal banner ad at top of home page

Vertical Advertising Banner on Home Page...\$300/quarter
 Static, vertical, solo banner ad on right side of home page