



# *Genealogy* CALENDAR OF EVENTS **ConferenceKeeper.org**

## Website Advertising Rates

ConferenceKeeper.org is a free online calendar of genealogy events. Our goal is to help connect individuals seeking genealogical education with those that are providing such opportunities. This service is completely free for all to use and to submit events for publication on the online calendar, which may also be promoted occasionally on other social media channels.

To provide additional visibility for genealogy-related events, products, and services, as well as to help defray operating costs, advertising space on the website is available for a fee. Advertising **MUST** be relevant to genealogy and family history.

### AD PLACEMENT

Ads will be placed in all of the following locations: (1) On the left or right sides of most all of the website pages. (2) Single unit ads are also included in a random rotating gallery at the top of either sidebar, so that all ads will spend time “above the fold” and highly visible. (3) An additional placement of all ads is on the Thank You Advertisers page.

### AD SIZES & IMAGE REQUIREMENTS

All single unit ads will appear on the sidebars at 300 pixels wide by 250 pixels high. Actual visual image size will depend on the screen it is being viewed on. Your original ad artwork may be any size, as long as the dimensions are a multiple of the appropriate unit size (in other words, your artwork just needs to be in the appropriate dimensions to ultimately fit in the unit-size space requested). Please provide your ad artwork in either .PNG or .JPG. Color settings will appear best if set to web/RGB colors.

### PRICING

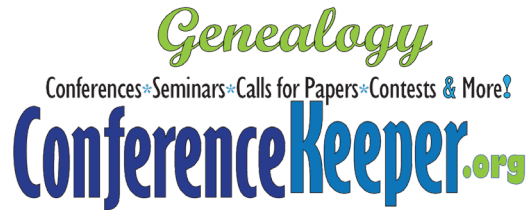
See the chart below for both NGS Member and Non-Member pricing.

Size	Dimensions	1 month		3 months		6 months	
		NGS Member	Non-Member	NGS Member	Non-Member	NGS Member	Non-Member
Single unit	3" x 2.5"	<b>\$40</b>	\$50	<b>\$110</b>	\$130	<b>\$200</b>	\$240
Double unit	3" x 5"	<b>\$75</b>	\$90	<b>\$200.</b>	\$240	<b>\$380</b>	\$430
Triple unit	3" x 7.5"	<b>\$110</b>	\$130	<b>\$300</b>	\$345	<b>\$550</b>	\$620

### OTHER PLACEMENT OPTION

Another option for ad placement is to place your ad in one of the weekly emails which is sent every Saturday evening (currently 5,900 subscribers; open rate average is 53%, clicks on email links averages 10%). Ads will be indicated as being the sponsor of that week’s email. Ads must be a horizontal-rectangle shape similar to a business card (wider than it is tall, no specific size requirement), and may include a brief description of up to 4 sentences along with a URL to direct readers to. Cost is \$40 per week for NGS Members, \$50 per week for non-members.

If you would like to proceed with advertising, please provide the information requested in the following form.



## Advertising Request

**NAME OF ORGANIZATION:** \_\_\_\_\_

**CONTACT PERSON:** \_\_\_\_\_

**CONTACT EMAIL:** \_\_\_\_\_ **PHONE:** \_\_\_\_\_

**WEBSITE ADS:**

HOW LONG WOULD YOU LIKE THE AD TO RUN:

1 MONTH     2 MONTHS     3 MONTHS     OTHER: \_\_\_\_\_

DATE YOU WOULD LIKE THE AD TO START: \_\_\_\_\_

**EMAIL ADS:**

SPECIFIC DATE/S (SUNDAYS) YOU WOULD LIKE TO BE AN EMAIL SPONSOR \_\_\_\_\_

**FOR BOTH WEBSITE AND/OR EMAIL ADS: URL/WEBSITE ADDRESS THAT IMAGE SHOULD LINK TO**

\_\_\_\_\_

**FOR EMAIL SPONSORS:**

Please provide a brief paragraph (2-3 sentences) to appear along with your ad image and URL in the newsletter.

The invoice will be emailed to the contact person, and is due upon receipt. Payment is accepted by either PayPal or you may mail a check. Address and payment links will appear on the invoice.

If you have any questions, please contact Tami at [info@conferencekeeper.org](mailto:info@conferencekeeper.org).