

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 everyone to both use and to submit events for inclusion on the calendar.

To provide additional visibility for genealogy-related events, products, and services, as well as to help defray operating costs, advertising space is available for a fee.

We offer two types of advertising space: Sidebar ads, which appear on the sides of most pages of the website, and Email Sponsorship, which appears at the top of the weekly newsletter, and is also reproduced on the website's Blog page. Advertising **MUST** be relevant to genealogy and family history.

Sidebar Advertising

Email Sponsorship

PLACEMENT	<p>Ads will be placed in all of the following locations:</p> <p>(1) On the left or right sidebar. Sidebars appear on most of the website's pages.</p> <p>(2) Single-unit ads are also included in a random rotating gallery at the top of the left sidebar. This way all ads will spend time "above the fold" and highly visible.</p>	<p>Only one sponsorship is accepted for each weekly email newsletter, and will appear at the top of the email. The email, including the sponsor ad, is also reproduced as a blog post on the website.</p> <p>The email reaches 6,600 engaged genealogists, with an open rate averaging 53%, and click-thru averaging 10%.</p> <p>Sponsorship ads may be reserved in advance, with a limit of one per organization per month.</p>
SIZE REQUIREMENTS	<p>All single unit ads will appear on the sidebars at 300 pixels wide by 250 pixels high. Original artwork for a single-size ad should be sized to any proportion equal to 3x2.5, whether inches, picas, or pixels (example: 6" x 5"). Please provide your ad artwork in either .PNG or .JPG format. Color settings will appear best if set to web/RGB colors.</p> <p>See the website for examples.</p>	<p>Sponsorship ad artwork should be provided in the size of 8"x3". It may appear larger or smaller depending on how a user is viewing it (i.e., phone, tablet, or computer). Ads may be a combination of image and text, and will also be linked to the URL that you provide.</p> <p>If you already have a sidebar ad and would like to just ad text to the side, please let me know and I can create the 8x3 ad for you.</p>
PRICING	<p>See the chart below for pricing. Discounted rates are for NGS Organization Members (i.e., societies, libraries). Additional, National Genealogical Society Organization Members may request one free single 30-day sidebar ad per year.</p>	

Size	Dimensions	1 month		3 months		6 months	
		NGS Organization Member	All Others	NGS Organization Member	All Others	NGS Organization Member	All Others
Single unit	3" x 2.5"	\$40	\$50	\$110	\$140	\$220	\$275
Double unit	3" x 5"	\$75	\$95	\$210.	\$270	\$400	\$520
Triple unit	3" x 7.5"	\$110	\$140	\$310	\$400	\$600	\$770
Email SPONSOR	8" x 3"	\$40 (1 week)	\$50 (1 wk)				

Please see the website for ad examples - www.ConferenceKeeper.org/blog.

If you would like to proceed with advertising, please fill out and return the advertising form.



Advertising Request

NAME OF ORGANIZATION: _____

CONTACT PERSON: _____

CONTACT EMAIL: _____ PHONE: _____

SEND INVOICE TO: _____ NGS Organization member
requesting free member benefit ad

WEBSITE SIDEBAR ADS:

SIZE: SINGLE DOUBLE TRIPLE

HOW LONG WOULD YOU LIKE THE AD TO RUN:

1 MONTH 2 MONTHS 3 MONTHS OTHER: _____

DATE YOU WOULD LIKE THE AD TO START: _____

URL/WEBSITE ADDRESS THAT IMAGE SHOULD LINK TO:

EMAIL/BLOG SPONSORSHIPS:

Please note: Sponsorships may be reserved in advance, and not all dates are available.

Please contact info@conferencekeeper.org for current available dates.

REQUESTED EMAIL SPONSORSHIP DATES (Sundays) _____

URL/WEBSITE ADDRESS THAT IMAGE SHOULD LINK TO:

The invoice will be emailed once the ad has been posted, and is due upon receipt.
Electronic payment instructions are included on the invoice. Checks may be mailed to:
National Genealogical Society, PO Box 128, Annapolis Junction, MD 20701-0128.
If mailing a check, be sure to include the invoice number on your check.

If you have any questions, please contact Tami at info@conferencekeeper.org.