Rev. 10/2026

ConferenceKeeper Advertising and Sponsorships

ConferenceKeeper.org is a free online calendar of genealogy and family history events. Our goal is to connect people seeking genealogical education with the organizations and individuals providing it. The calendar is free to use, and submitting events is free.

Advertising provides additional visibility for genealogy-related events, products, and services while helping support ConferenceKeeper's operating costs.

We offer website sidebar advertising and weekly newsletter/blog sponsorships. All advertising must be relevant to genealogy and family history and is subject to acceptance by ConferenceKeeper.

As a member benefit, National Genealogical Society Organization Members may request one free single-unit, 30-day sidebar ad per year. Please indicate whether you are requesting this benefit when submitting your advertising request.

	Sidebar Advertising	Email Sponsorship
PLACEMENT	Sidebar ads appear on the left or right side of most ConferenceKeeper website pages. Single-unit ads are also included in a rotating gallery at the top of the left sidebar, giving them additional visibility.	One sponsorship advertisement is featured at the top of each Saturday ConferenceKeeper newsletter. The newsletter, including the sponsor's ad, is also published on the ConferenceKeeper "What's New" blog. Each sponsorship covers one Saturday newsletter issue and its corresponding blog post.
ARTWORK REQUIREMENTS	Please provide artwork in PNG or JPG format using RGB color settings. *Ad dimensions and proportions:* Single unit: 300 pixels wide × 250 pixels high Double unit: 300 pixels wide × 500 pixels high Triple unit: 300 pixels wide × 750 pixels high Artwork may be any size, in pixels, inches, or other units, provided it maintains the proportions listed above (example: **3 wide × 2.5 high** for single ads). Please keep text clear and readable when the ad is displayed at 300 pixels wide. Include the complete website address you would like the ad to link to. If you'd like to track clicks, please provide your own tracking link, as individual ad click reports are not provided. You may update your ad at any time by emailing a new image that meets the artwork requirements, along with any revised link, to info@conferencekeeper.org.	Provide a horizontal banner with an **8:3 width-to-height ratio**, equivalent to 8 inches wide × 3 inches high. Preferred artwork size: 2400 × 900 pixels (**8" x 3"**) Please submit artwork in PNG or JPG format using RGB color settings. Keep text large enough to read comfortably on a phone. The banner will resize to fit the reader's screen. Include the complete website address you would like the ad to link to. If you'd like to track clicks, please provide your own tracking link, as individual ad click reports are not provided.

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Genealogy CALENDAR OF EVENTS ConferenceKeeper.org

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DEADLINES	Invoices are generally emailed 7–14 days before your ad's scheduled start date. Payment, final artwork, and the destination URL are due by the deadline specified in your confirmation or invoice email. For Saturday newsletter and blog sponsorships, the deadline is noon Eastern Time on the preceding Friday. If you've already submitted your artwork and link, there is no need to send them again. Please email info@conferencekeeper.org promptly if you anticipate difficulty meeting the deadline.
PRICING	See the pricing chart below. Discounted rates are for **NGS Organization Members** (i.e., societies, libraries). ***As a membership benefit, National Genealogical Society Organization Members may request one free single 30-day sidebar ad per year.***

Size	Dimensions	1 month		3 months		6 months	
SIDEBAR ADS		**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
SPONSORSHIP	8" x 3"	**$40** (1 week)	$50 (1 wk)				

How to Request Advertising

NEWSLETTER AND BLOG SPONSORSHIPS

1. Visit https://conferencekeeper.org/sponsorship/ to select an available Saturday and submit your request.
2. You'll receive a reply confirming acceptance and your sponsorship date, along with an advertising request form, pricing, and the submission deadline.
3. Then email the completed, signed form, your artwork, and the complete website address you would like the banner to link to, to info@conferencekeeper.org.

WEBSITE SIDEBAR ADVERTISING

Email the completed, signed advertising request form to info@conferencekeeper.org, including your preferred start date, artwork, and the complete website address you would like the ad to link to.

You'll receive a reply confirming acceptance, availability, pricing, and the submission deadline.

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

Questions? Please email info@conferencekeeper.org.

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Genealogy CALENDAR OF EVENTS
ConferenceKeeper.org

Advertising Request

Complete, sign, and email this form to info@conferencekeeper.org.

ORGANIZATION or BUSINESS NAME:_____

MAILING ADDRESS: _____

CONTACT NAME: _____

CONTACT EMAIL: _____ PHONE: _____

INVOICE EMAIL (If different or additional recipient): _____

WEBSITE SIDEBAR ADS:

SIZE: ☐ SINGLE ☐ DOUBLE ☐ TRIPLE

DURATION: ☐ 1 MONTH ☐ 2 MONTHS ☐ 3 MONTHS ☐ OTHER:_____

DATE YOU WOULD LIKE THE AD TO START: _____

URL/WEBSITE ADDRESS THAT IMAGE SHOULD LINK TO:

_____

☐ **NGS Organization member requesting free member benefit ad**

NEWSLETTER/BLOG SPONSORSHIPS:

Please request a date at conferencekeeper.org/sponsorship/ and await confirmation.

CONFIRMED SATURDAY SPONSORSHIP DATE _____

AD DESTINATION URL (Your own tracking link is welcome):
If the URL is lengthy, include it in your email. Individual ad click reports are not provided.

I approve the requested placement and confirmed price and agree to the advertising requirements and the payment and artwork deadlines provided in the confirmation or invoice email.

Signature: _____ Date: _____

Printed name:_____

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.