

# COLOMA LOTUS CHAMBER OF COMMERCE

PRESENTS COLOMA.COM AND THEAMERICANRIVER.COM

FOR ADVERTISING INFORMATION, EMAIL:

**Christina Pugliese at:** [Coordinator@coloma.com](mailto:Coordinator@coloma.com) or call (530) 626-3238.

Be part of our all-new revised website—THE place to go for information on the Coloma-Lotus Valley.



COLOMA - LOTUS  
CHAMBER OF COMMERCE

## Banner Advertising on Coloma-Lotus Chamber Websites

Every month 8,000-18,000 unique visitors visit the Coloma.com and TheAmericanRiver.com websites. You can take advantage of this highly-targeted traffic by placing your advertisements on either or both of these two sites.

### 1. Choose the Website

Coloma.com attracts tourists looking for Gold Country wineries and B&Bs, history buffs and other visitors to Marshall Park, and people who enjoy outdoor recreation in our parks and on our trails. TheAmericanRiver.com attracts whitewater rafters and kayakers, conservationists, and people who enjoy the three forks of the American River for their trails and beauty. Both sites have recently been completely redesigned. You can advertise on either or both.

### 2. Choose the Ad Size

Maximum ad width is 150 pixels (px). Ad spots range from 60px to 300px tall. The following samples represent the six available sizes. (The actual size will depend on the viewer's monitor resolution.) The prices shown are based on the height of the ad spot, and each price is for one ad spot for one year. Learn more about ad spots in step 3.

There is a \$40 charge for each new ad graphic, to cover the cost of reviewing and processing it. This may include resizing or minor fixes. If more substantial work is required, we will contact you and discuss how best to proceed. Once the ad has been processed, it will appear in all ad spots you purchase, without additional processing charges.

Current Coloma-Lotus Chamber members with Standard and Premium memberships qualify for ad discounts. See details on the order form.

150px by 60 px \$60 per ad spot	\$200 more for static ad	150px by 90 px \$90 per ad spot	\$200 more for static ad	150px by 120px \$120 per ad spot	\$200 more for static ad
150px by 300px \$300 per ad spot	\$400 more for static ad	150px by 240px \$240 per ad spot	\$400 more for static ad	150px by 150px \$150 per ad spot	\$400 more for static ad

## 3. Decide How Often Your Ad Should Display

Each time a web page on Coloma.com or TheAmericanRiver.com is displayed, several ads are chosen randomly to be displayed on that page. (There are no ads on the home pages.) So if you purchase a single ad spot, over time your ad will appear on all non-home pages of the site you've selected. To cover both websites, purchase a spot on both sites. To increase the view frequency, you can purchase more ad spots on either or both sites.

You now also have the option to make the ad a static ad, which means that it will appear in one of the top 3 positions on your page of choice everytime the page is refreshed. For the 3 smaller ad sizes it costs an additional \$200 per static ad spot, and for the 3 larger ad sizes it costs an additional \$400 per static ad spot. Please request which website, and which webpage you would like the static ad featured on. There is a limit as to how many static ads can be listed on a page, so please act fast.

Currently there are only 20 ads running on the sites, so each appears on approximately one out of four page views. Even if 100 spots are sold, your ad will be seen around 4000 times if it's on Coloma.com or 3000 times if it's on TheAmericanRiver.com. This is an average of 40 times per day in peak months and an average at least 25 views per day year round.

## 4. Send In Your Order!

See the attached order form. To figure the cost for a single ad, first apply the \$40 processing fee for the graphic. Then add in an "ad spot" fee for whatever size ad you have. For example, a single 150px by 90px ad for one year will cost \$40 plus \$90 equals \$130.

If you want the ad to appear twice as often, multiply the ad spot fee by two. Thus \$40 plus 2 x

\$90 equals \$220. And so on. We are happy to do the figuring for you. Contact us at: *Coordinator@coloma.com* or call (530) 626-3238.

## Creating the Ad

Design your ad to be attractive and get attention without being garish. Be sure the text is large enough to be legible at the size of your ad space. If you're not comfortable with Photoshop or other design tools, we suggest using a graphic designer to prepare your ad, or contact us for help.

Here's the fine print:

- You must provide "web-ready" graphics: JPEG, PNG or GIF format only. Animated GIFs are not allowed, nor are Flash animations.
- Maximum file size is 30kb. (Smaller file sizes mean quicker page displays.)
- Ads must be tasteful, and are subject to review by the Chamber.

## Questions?

There's more information online at <http://www.colomalotus.com/ads/>. If we can answer other questions or help you in deciding what will work best for your business, or if you want assistance in developing your ad, please contact us at *Coordinator@coloma.com* or call (530) 626-3238.

Website Banner Advertising Order Form

This is for a single ad; duplicate this for multiple ads.

# THE COLOMA-LOTUS WEBSITE ADVERTISING

A WEBSITE OF THE  
COLOMA LOTUS CHAMBER OF COMMERCE

FOR MORE INFORMATION AND TO SEND YOUR AD OR YOUR AD SPECS:

Email Christina Pugliese at: [Coordinator@coloma.com](mailto:Coordinator@coloma.com)

or call (530) 626-3238.



COLOMA-LOTUS  
CHAMBER OF COMMERCE

Name of business \_\_\_\_\_

is purchasing (insert number) \_\_\_\_\_ banner ad spot(s) on coloma.com (explained in steps 3 and 4). Specify sizes.

is purchasing (insert number) \_\_\_\_\_ banner ad spot(s) on TheAmericanRiver.com. Specify sizes.

PLEASE USE SAME AD GRAPHICS FROM PREVIOUS YEAR(S) WITH NO CHANGES

Ad Title (this will show up when a visitor hovers over the ad)

Link to website page: <http://>\_\_\_\_\_

Business Address: \_\_\_\_\_  
Street

City/State/Zip \_\_\_\_\_

Telephone: \_\_\_\_\_

Individual authorizing ad: \_\_\_\_\_  
Please print

Signature \_\_\_\_\_

Date \_\_\_\_\_

Publisher reserves the right to insert the word "ADVERTISEMENT" on ads that simulate editorial copy. Coloma.com's and TheAmericanRiver.com's liability for an error shall not exceed cost of space occupied by the error, and coloma.com and TheAmericanRiver.com is responsible only when the error is an oversight of coloma.com. In no case shall the publisher be liable for any general, special or consequential damages. Advertiser agrees

to protect, indemnify and hold harmless coloma.com and TheAmericanRiver.com, its officers, employees and independent contractors, against any and all liability, loss or expense, including attorney's fees, arising from claims of unfair trade practices, infringement or trademarks, trade names or patents, violation of rights of privacy and infringement of copyright and proprietary rights, unfair competition and libel and slander, which may result from the publication of any advertisement on coloma.com and TheAmericanRiver.com by Advertiser, including advertisement in any free distribution publications published by coloma.com or TheAmericanRiver.com. Coloma.com and TheAmericanRiver.com will not be liable for non-insertion of any advertisement beyond the amount prepaid for such advertisement. All claims for adjustments must be made within 30 days of the publishing date of the ad in question.

## GENERAL RATE POLICY:

Payment must accompany order. Make checks payable to: Chamber of Commerce. Mailing address: P. O. Box 608, Coloma, CA 95613

## TERMS AND CONDITIONS:

Publisher reserves the right to refuse or edit any advertisement.

PUBLISHER/coloma.com and TheAmericanRiver.com: Publisher/coloma.com and TheAmericanRiver.com shall include coloma.com and TheAmericanRiver.com, and the Coloma-Lotus Chamber of Commerce.

## Ad Prices

\_\_\_ \$40 for graphic processing (new/changed ads only—if you want us to create the ad for you)

### Size for rotating ads (please check one):

\_\_\_ 150px by 60px (\$60/spot)

\_\_\_ 150px by 90px (\$90/spot)

\_\_\_ 150px by 120px (\$120/spot)

\_\_\_ 150px by 150px (\$150/spot)

\_\_\_ 150px by 240px (\$240/spot)

\_\_\_ 150px by 300px (\$300/spot)

To make it a static ad, please add \$200 for any of the 3 smaller ad sizes, and \$400 for any of the 3 larger ad sizes and request what webpage you'd like it displayed on.

\$\_\_\_\_\_ **AD TOTAL ENCLOSED**  
(Payment must accompany order; see step 4, previous page, for calculating total)