

# EastAurora.Org - Rate Card

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## **Overview:**

Please use this in conjunction with the site template designation of individual placement and locations. The dimensions of the space are indicated below. If you need help with logo design or flash development please let us know. We are also looking for a webcam host for Main Street. We have a PC and camera ready to go. Advertising on the webcam page would be free for your business if you are currently advertising on EastAurora.Org. All signups require a minimum require a minimum 3 month commitment\*\*.

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## **Definitions:**

### **Non-Exclusive**

The space will be shared with no more than 4 other sponsors.

### **Exclusive**

You are paying for sole placement of the space so your ad will be viewed by each visitor to that page.

### **Run of site (ROS)**

Your ad will be displayed on all main pages of the site.

- A. \$50 - Header - Non-Exclusive 780 x 100
- B. \$60 - Header - Non-Exclusive (ROS) 780 x 100
- C. \$60 - Header - Exclusive 780 x 100
- D. \$80 - Header - Exclusive (ROS) 780 x 100
- E. \$30 - Left Lower Nav 150 x 90
- F. \$35 - Left Lower Nav ROS 150 x 90
- G. \$25 - Bottom Lower Left Nav 150 x 90
- H. \$30 - Bottom Lower Left Nav ROS 150 x 90
- I. \$60 - Right Middle Nav 230 x 90
- J. \$50 - Bottom Lower Right Nav 230 x 90
- K. \$70 - Right Outside Top 150 x 250
- L. \$80 - Right Outside Top ROS 150 x 250
- M. \$60 - Right Outside Middle A 150 x 250
- N. \$70 - Right Outside Middle A ROS 150 x 250
- O. \$50 - Right Outside Middle B 150 x 250
- P. \$60 - Right Outside Middle B ROS 150 x 250
- Q. \$40 - Right Bottom Outside 150 x 250
- R. \$50 - Right Bottom Outside ROS 150 x 250
- S. \$35 - Bottom Banner Non-Exclusive 780 x 100
- T. \$45 - Bottom Banner Non-Exclusive (ROS) 780 x 100
- U. \$45 - Bottom Banner Exclusive 780 x 100
- V. \$50 - Bottom Banner Exclusive (ROS) 780 x 100

## Why Advertise with EastAurora.Org?

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We have an email membership list of close to 50,000 subscribers. In addition to our membership we have a solid base of daily unique visitors with our average daily visits doubling TWICE since the beginning of the year. We are now averaging over 1,000 unique visits a day.

We have a knowledgeable staff when it comes to Search Engine Optimization and most users who use the East Aurora phrase will see your ad since we are usually in the top 10 results in those searches.

We will also closely monitor your ad and add additional keywords throughout our site to ensure that your goods and services are available in search engine spiders.

In addition we also are the only free news site here in East Aurora. The other two news sites are part of large conglomerations of other area sites and lose many of their readership when the "URL" changes from eastaurora to some other name.

Proceeds from placement ads and any other donations will be used to help local businesses and charities. We are anticipating some hard times during the Main Street Reconstruction project and will provide as much support as we can for Main Street tenants.

Finally, we believe that your company will have no better return on your investment if you decide to advertise in EastAurora.Org. Our growth rate is on target for a 400% increase in 2006 and there is no end in site. We will be constantly enhancing the site adding things like local chat rooms, free email accounts, web cams throughout the village and scans of historical documents from the town and village.

We appreciate your time and effort in reviewing this offer and we sincerely look forward to working with you in the future.

Sincerely,  
Joseph Logan  
EastAurora.Org

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\*\*To place you add with us, please mail your check along with a description of your order to

East Aurora Computers  
PO Box 450  
East Aurora, NY 14052