

St. Joseph River Yacht Club

Advertising Program 2009

The Board reserves the right to reject any ad considered inappropriate or incompatible with the SJRYC mission. Nonmembers may also advertise, but only with Board consent.

In all cases, the advertising member needs to provide electronic copy just as they would like it to appear in the ad. The preferred format for the ads is jpg or gif.

Handbook ads will be good for a year, and will go to the entire membership of approximately 500 individual and family members. That's an audience of about 1,000 adults. The handbook will be printed annually in approximately 8.5 x 11 inch format.

Handbook ads will be placed in an advertisement section in the handbook in addition to the front and back covers, both inside and out. An index of advertisers will appear in the table of contents.

Web ads will be placed on www.sjryc.com and will link to the advertiser's web site. Web ads will be limited to 15 ads that will be randomly rotated through the home page and subsidiary pages. The web audience is potentially much larger than the membership base alone since it is accessible by potential members, friends, members of other clubs, others in the local area, and anyone on the internet who happens across our page. Web banner ads must be submitted in image format 300x60 pixels along with the website address you would like your ad to link to (if applicable). They can be animated gifs but please keep the file to a reasonable size so that it loads as quickly as possible. Examples can be seen online. Ads will be renewed annually and run from April 1 to March 31.

Banner ad on www.sjryc.com with link to advertiser's web site:	\$200 per year
Handbook ads, inside pages	
Business Card Sized Ad	\$50 per year
Quarter page	\$75 per year
Half page	\$125 per year
Full page	\$200 per year
Inside front cover (color) – half page	\$200 per year SOLD
Inside front cover (color) – full page	\$300 per year SOLD
Inside back cover (color) – half page	\$200 per year
Inside back cover (color) – full page	\$300 per year
Outside back cover (color) – full page only	\$400 per year SOLD

For members not able to assemble an electronic copy of the ad they want, the printer can do that for them at an hourly rate of \$50 with most ads taking less than an hour to put together.