

Dear Club Member,

Work is starting on the SJRYC member handbook for 2010, due out in April. The format will be similar to last year.

Advertisers welcome! If you would like to advertise your product or service to other members, you can sign up now and be in the book. See the advertising program plan outlined below. Advertising rates are unchanged for the fourth year in a row.

If interested:

1. Please, as soon as possible, let Luke Smith know how much space you would like, email admin@sjryc.com.
2. Email or provide a disk of your ad copy (MS Word preferred) exactly as you would like it to appear to Luke Smith, admin@sjryc.com, no later than March 1.
3. Invoices will be issued in April.

It's important to get your request in early. There will be only one back cover and only two inside covers available. There will also be a limit on the number of ad pages within the book. Requests will be taken in the order received based on the date of your email.

Now is also the time to reserve your banner ad on the www.sjryc.com web site. Only the first 10 requests will be accepted.

See the attached for details on the ad program and rates.

Thank you!

Gordon Dill

St. Joseph River Yacht Club
Advertising Program, 2010

Following is a description of member opportunities to advertise through SJRYC electronic and print media. The Board reserves the right to reject any ad considered inappropriate or incompatible with the SJRYC mission. Non-members 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. Microsoft Word is preferred but not required.

Handbook ads will be good for a year, and will go to the entire membership of over 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.

The table of contents page will include an index of advertisers, and the individual ads will be placed throughout the book.

Web ads will be placed on www.sjryc.com and will link to the advertiser's web site. Web ads will be limited to 10 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	
Quarter page	\$75 per year
Half page	\$125 per year
Full page	\$200 per year
Inside front cover (color) – half page	\$200 per year
Inside front cover (color) – full page	\$300 per year
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

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.