



Website Banner Advertising

2011 Rate Card

A Great Opportunity for District Businesses to Leverage Our New Website –Banner Advertising is Now Available on newlondonwaterfrontdistrict.org

Advertise with confidence on www.newlondonwaterfrontdistrict.org and pinpoint your message to your critical regional audience. The site receives over 57,000 page views and over 15,000 visitors each month, the majority of whom are area residents with a vested interest in New London. They're all looking for information about entertainment, restaurants, shopping, and services in the District. Increase your chances that they find you first!

Advertising on the NLMS website is a unique opportunity for district businesses. Since advertising on the site is limited to businesses of the New London Waterfront District and NLMS sponsors ONLY, your ad gets great exposure with less competition, to a highly targeted audience. Buy a limited number of views to promote an event or sale, or reap the benefits of a long-term placement on our highly popular site.

Banner Ad Specifications & Placement

Your banner ad will appear in the right margin and have full run of the site. However, you have the option to target your ad by limiting your exposure to certain website sections. ALL ad campaigns run on the following pages:

- Home Page
- Events & News Pages
- Coupons Page
- Interactive Map Page
- NLMS Pages

To fine tune your messaging, the following web site areas are optional. Simply choose from (1 to ALL) of the following sections to best suit your campaign:

- Dining & Nightlife
- Shopping
- Arts & Culture
- Heritage
- Outdoors
- Services
- Transportation

Standard Ad Sizes –we are offering 2 large banner ad sizes for maximum impact and advertising potential:

- Skyscraper: Full Page Banner Ad, 120 x 600 pixels
- Half Page Vertical Banner Ad, 120 x 290 pixels

No animated banner ads are permitted.



Campaign Tracking

Impressions and click throughs of your banner ad's performance is tracked. A final performance report is provided at the end of your campaign purchase.

Pricing

Prices are calculated based on CPM (cost per thousand impressions) and duration time is estimated on Full Run of Site Advertising.

Skyscrapers

30,000 impressions CPM \$12 (1 month)	\$360
60,000 impressions CPM \$10 (2 month)	\$600

Half Page Verticals

30,000 impressions CPM \$8.50 (1 month)	\$255
60,000 impressions CPM \$8.00 (2 month)	\$480

Custom Creative Ad Services Available

New London Main Street can provide creative services for a nominal fee of \$35 per ad, offering exemplary design services for banner ads placed on our site. Contact us for more information or simply send us files and information to create your ad and state that you require this service when you place your order.

Launch Your Campaign Now! – How to Order

Send your order request or inquires to advertise@newlondonmainstreet.org