

Banner Advertising FAQ's

Can I have more than one banner on the website?

Yes. This is called a campaign. For example, you may have a banner on the top throughout the site and a banner on the side on one of the specialty pages. Each banner will be charged accordingly, like a magazine ad, per month.

I need a banner made, who can I use?

The Chamber has several members under Graphic Design that can help make your banner or you can use your own web design company.

When does my banner start showing?

At the first of the month, providing we have received your artwork and application. You will be invoiced monthly. Non-payment will result in the ad being pulled.

When does my banner stop showing?

On the last day of the contracted month.

Can I view any statistics?

Yes. Full statistics will be made available to you through a password protected web page. You can see how many times your banner was seen, how many times it was clicked, on what days, what time of the day and more. You can have reports sent to you via e-mail as well through the same page. We can not mail or fax statistics to you.

Can I have three different banners, 1 each for four months?

Yes, provided the artwork meets the banner ad specifications.

Can I change the banner seen myself?

Banners can only be changed by the Chamber.

What specialty pages can I place my ad on?

Lodging, Dining, Activities and Attractions pages offer exclusive placements.

Will my ad be the only one seen?

A maximum of three banner ads will be rotated on any given page. You can see how this works by hitting the Refresh Button on your browser.

I have an existing Banner Ad, but it is slightly different in size. Can I use it?

The ads must comply with the Chamber's banner ad specifications.

Can I buy advertising like Google AdWords™ by how many clicks received versus a block of time?

Yes. Pricing models can be made by ad views and ad clicks.

Can I link to a particular page on my site?

Yes, just give us the correct web address.

Can I have ALT text with my ads?

Yes.

What is the Chamber doing to make the website more visible?

The Chamber is constantly adding and updating fresh content onto the Website, making it better optimized. This constant search engine optimization makes the site easier for consumers to find and increases the number of unique visitors. The Chamber also focuses much of its marketing efforts on driving business to our website, thus driving more visits to our members' sites.