

# 2012 Website



In 2011, our homepage exceeded 120,000 views. Nearly 6,000 people visit our website each month, with the highest (and most direct) traffic going to our homepage. Now imagine those visitors—member and non-member professionals in our area—seeing a banner ad for your business!

Advertising on the Rochester Business Alliance web site is more affordable than you think, giving your business an opportunity to market to a diverse group of businesses and industries. Our homepage ads are located at the top of the page and rotate every 10 seconds, with no more than five ads per month.

## Price

All ads begin running the first business day of the month. The space deadline is 4:30 p.m. **two weeks prior** to that date.

**One month \$150**

**Terms:** All payments are due upon booking. Member must be in good standing of the RBA at time of booking **and** when the ad runs. Ad content must be related to the member company that booked it. Any cancellations must be received no less than **two weeks prior** to posting date. If information is not received by 4:30 p.m. on that day, the contract is **voided** and we cannot guarantee placement for another month.

## Ad Specifications:

- Web banners must be 161 pixels wide x 140 pixels tall and submitted as a 72 dpi .jpg file using RGB colors.
- No animation is permitted.
- Ads must be complete. Submit your ad electronically to [advertising@RBAAlliance.com](mailto:advertising@RBAAlliance.com).
- Ad may not be replaced until beginning of the next month (if multiple months are booked)
- We cannot scan and/or convert your artwork.
- Include click-through address when submitting ad.



[www.RochesterBusinessAlliance.com](http://www.RochesterBusinessAlliance.com)

Please contact the Rochester Business Alliance to reserve your ad space or if you have questions about our packages.

Phone: (585) 244-1800

E-mail: [Advertising@RBAAlliance.com](mailto:Advertising@RBAAlliance.com)

Rochester Business Alliance  
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