

Advertising in the Sacramento Choral Calendar –August-October 2016

I am pleased to offer “click-through” advertising in the Sacramento Choral Calendar website. For the time being, ads will be limited to the left margin of the Calendar. You can see an ad or a placeholder at www.sacchoralcalendar.com. From now on, I will accept ads for a run of one week at a time.

Ad schedule: Each ad runs for one week starting Monday at noon. Each ad will appear on nearly every page of the Calendar.

Pricing:

Week beginning...	Top position	All other positions
Monday, Aug. 22	\$20	\$20
Monday, Aug. 29	\$20	\$20
Monday, Sept. 5	\$20	\$20
Monday, Sept. 12	\$20	\$20
Monday, Sept. 19	\$20	\$20
Monday, Sept. 26	\$20	\$20
Monday, Oct. 3	\$20	\$20
Monday, Oct. 10	\$20	\$20
Monday, Oct. 17	\$20	\$20
Monday, Oct. 24	\$20	\$20
Monday, Oct. 31	\$20	\$20

Payment: Please don't send payment until I confirm receipt of your ad reservation(s). Confirmation will be in the form of an invoice suitable for your recordkeeping.

Artwork: An ad may be a .gif or .jpg file, and should be **no larger than 180 pixels wide and 250 pixels high**. Artwork does not have to be sent with the space reservation, but should arrive by Friday of the week before your ad is to run.

Hyperlink: Your ad can be linked to any URL you specify. If you have a poster or other detailed information, I can host it on the Calendar website and have the link from your ad bring it up. And then the poster can link to your site.

Maximum number of ads per week: No more than 8 ads will be published for any week.

Reserving your ad: Just send an e-mail to frantz@vocal-works.com. Tell me the week(s) your ad is to run and whether you want top position (if available). Send me your ad (max width 180 pixels) and let me know how you want the linking to work.

Status of reservations (and available space) is being posted on this page:
www.sacchoralcalendar.com/Advertising.htm.

(next page)

Exposure for your ad: Predictably, traffic to the Sacramento Choral Calendar has been building over the years.

For the height of the spring choral season in 2014 (March-May, 2014):

Average monthly unique visitors: 1,270

Average monthly visits: 2,282

For the height of the holiday choral season in 2014 (November-December, 2014):

Average monthly unique visitors: 2,012

Average monthly visits: 3,148

For the height of the spring choral season in 2015 (March-May, 2015):

Average monthly unique visitors: 1,645

Average monthly visits: 2,596

Spring 2015 had 30% more unique monthly visitors than spring 2014 and 14% more visits. I believe it is fair to expect similar increases in the coming holiday choral season.

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