



Advertising with Southlake Women's Club: 2014-2015

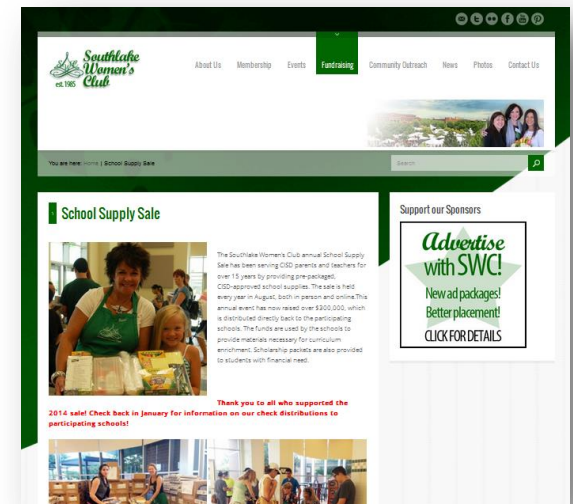


We're pleased to offer NEW advertising packages that are tailored to provide greater exposure and exclusivity to our supporters.

Advertising on the Southlake Women's Club web site is a great way to promote your business or group while giving back to our organization. Advertising income is used for club support, which helps us offset luncheon and program expenses, along with meeting other club expenditure requirements.

Details:

- Ads are now **almost 100% larger** & displayed online on the **right-hand sidebar** of most SWC web site pages.
- Ads run for a total of **12 months** from date of first appearance online. Ads will not be placed until payment has been received.
- Ads are now purchased to appear on **specific pages** and will be the **ONLY** ads featured on those pages. Higher traffic pages tend to cost more and are offered on a first-come, first-served basis.
- Our Web site generates substantial traffic, particularly in key months related to Art in the Square and the School Supply Sale. With our new Web site platform, we will be able to provide specific Google Analytics data upon request to detail more exact numbers. On average, the SWC site receives between **25,000-40,000 hits per year**. Detailed page analytics are available upon request.
- Ads can also be displayed in the SWC's monthly newsletter, which is sent in 2 email versions: one that goes to members only, and one that goes to prospective members. The total distribution audience is approximately 500 active contacts, with an average open rate of 65% or higher.
- For an additional charge of \$25 per ad, we will create your ad(s) for you using information you provide.
- Ads that we do not create must be sent at the following specs:
 - 240x240 pixels
 - Between 72-100 dpi
 - RGB color
 - Format: .jpg, .gif, or .png





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WEBSITE ADVERTISING

Traffic Rate/Page	Price	Availability	New URL
Tier 1 (5-15% of all 2014 traffic)			
School Supply Sale	\$200	1	www.southlakewomensclub.org/school-supply-sale/
Calendar/programs/social events	\$200	1	www.southlakewomensclub.org/events
Tier 2 (3-5% of all 2014 traffic)			
Photos	\$150	1	www.southlakewomensclub.org/photos
About/Mission & History	\$150	1	www.southlakewomensclub.org/mission-history
Board	\$150	1	www.southlakewomensclub.org/2014-15-board
Contact	\$150	1	www.southlakewomensclub.org/contact-us
Community Outreach	\$150	1	www.southlakewomensclub.org/community-outreach
Membership Application	\$150	1	www.southlakewomensclub.org/membership-application
Tier 3 (0-3% of all 2014 traffic)			
News (new page)	\$100	1	www.southlakewomensclub.org/blog
FAQ (new page)	\$100	1	www.southlakewomensclub.org/faq
Scholarships	\$100	1	www.southlakewomensclub.org/scholarships
Art in the Square	\$100	1	www.southlakewomensclub.org/art-in-the-square
Grants	\$100	1	www.southlakewomensclub.org/grants
Member of the Year	\$100	1	www.southlakewomensclub.org/member-of-the-year
Membership/Guidelines	\$100	1	www.southlakewomensclub.org/guidelines
Member Directory	\$100	1	www.southlakewomensclub.org/member-directory
Members Only	\$100	1	www.southlakewomensclub.org/members-only

EMAIL ADVERTISING

- Advertisers who purchase a minimum of one (1) online ad may also purchase one month of exclusive advertising on our monthly email newsletter.
- Advertisers will be assigned a month by random selection.
- Cost: \$50 for one month; maximum 2 months per advertiser per season (must purchase 2 online page ads).

Questions? Please contact Carmen Evans (advertising@southlakewomensclub.com) for additional information.