

Web Site Banners

RECOUP YOUR INVESTMENT WITH NON-INTRUSIVE BANNERS

Banners, non-intrusive, are a great way for your chamber to recoup your investment in new technology or just for another way to create income. Here's how it works:



Banners are usually priced two ways, per click thru and per view. Normal click thru prices vary greatly and are hard to price and keep track of so most web sites will price their banners based on views. Below is what AccuWeather.com charges per 1000 views for a premium positioned banner (meaning you don't have to scroll down to see it) A 728x90 banner is \$8, 300x250 is \$8 and 300x600 is \$10 per 1000 views (CPM).

So, if your chamber displays a banner on the top of every page and your web site averages 50,000 page views per month, an \$8 CPM rate would cost the banner client \$400 for that month.

The banners could also be rotating. If the top 728x90 banner was randomly rotated between 5 banners, the client's cost would then be only \$80 per month.

Of course, this is an example and you can charge what you would like.