

ONLINE ADVERTISING



MPCC's www.mpcc.com website is a critical member tool. It currently experiences approximately 75,000 visitors per month. This is the most effective web advertising tool for businesses on the Monterey Peninsula.

As a standard benefit, all members receive a free listing on the website. Additionally, we offer the ability to place highly visible banner ads for additional exposure. Members may also highlight their listing with a bright yellow background and bolded type to draw attention more easily.

Ideal: For driving local traffic to the member's website, creating a very strong brand presence, and developing a competitive edge within an industry.

Market: 156,000 - 216,000 unique visitors per year, including locals and potential visitors.

Cost: Homepage Banner (Limited to 5) - \$5,000 per year

- One of only 5 rotating advertisements on the Home page
- Feature Category Position
- Highlight Package

Section Banner (Limited to 5 per Section Page) - \$2,500 per year

- One of only 5 rotating advertisements on a selected Section page
- (Primary landing pages for specific information, i.e. pages listed on the left side of the Home page)
- Feature Category Position
- Highlight Package

Industry Banner (Limited to 5 per Industry Page) - \$1,250 per year

- One of only 5 rotating advertisements on a selected Industry page
- Highlight Package

Category Banner (Limited to 5 per Category Page) - \$600 per year

- One of only 5 rotating advertisements on a selected Category page
- Highlight Package

Highlight Package (Unlimited) - \$175 per year

- A yellow highlighted box around your alphabetical listing within your category, in bold

Mechanical: All ads delivered as jpegs. Total size no greater than 125k. All banner ads 468 x 60 pixels. Flash ok.

Deadline: Banner ads require 2 weeks to convert; so requests must be received at least 2 weeks prior to the requested run dates.

Limits: No more than 5 banner ads per page.

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