



WEBSITE BANNER ADVERTISING PRICING STRUCTURE

Overview

ITC offers high-visibility website banner advertising opportunities across our most trafficked pages. Banner ads provide year-round digital presence and can be purchased using Marketing Credits or direct payment.

PREMIUM PLACEMENT - Top Banner

Pages: Homepage, Events Calendar (highest traffic pages) **Position:** Middle of page, above fold **Size:** 728x90 pixels (leaderboard) or 970x250 pixels (billboard)

Pricing:

- **1 Month:** \$750
- **3 Months (Quarterly):** \$2,000 (save \$250)
- **6 Months:** \$3,750 (save \$750)
- **12 Months (Annual):** \$7,000 (save \$2,000)

What's Included: - Prominent placement at top to middle of high-traffic pages - Click-through tracking and monthly analytics report - Professional banner design assistance (if needed) - Up to 2 creative rotations during placement period

SECONDARY PLACEMENT - Second Position Banner

Pages: Member Directory, TechBridge, About, News/Blog **Position:** Below main content, above footer **Size:** 728x90 pixels (leaderboard)

Pricing:

- **1 Month:** \$400
- **3 Months (Quarterly):** \$1,000 (save \$200)
- **6 Months:** \$1,800 (save \$600)
- **12 Months (Annual):** \$3,200 (save \$1,600)

What's Included: - Strategic placement on key informational pages - Click-through tracking and quarterly analytics report - Professional banner design assistance (if needed) - Up to 2 creative rotations during placement period

ROTATING LOGO SCROLLER - Brand Carousel

Pages: All pages (footer) **Position:** Rotating carousel with other sponsors **Size:** 200x100 pixels (logo format)

Pricing:

- **1 Month:** \$250
- **3 Months (Quarterly):** \$600 (save \$150)
- **6 Months:** \$1,000 (save \$500)
- **12 Months (Annual):** \$1,800 (save \$1,200)

What's Included: - Logo appears in rotation on all ITC website pages - Linked to your company website - Appears approximately every 5th rotation - Analytics on impressions and clicks

PACKAGE DEALS - Bundle & Save

Visibility Package (\$2,500 value for \$2,000)

Perfect for Marketing Credit allocation - 3 months Premium Placement (\$2,000) - 3 months Logo Scroller (\$600) - **Total Value:** \$2,600 - **Marketing Credit Price:** \$2,000 - **Add \$500 if using for content requiring F&B**

Year-Round Presence Package (\$4,500 value for \$3,500)

Maximum website visibility - 6 months Premium Placement (\$3,750) - 12 months Logo Scroller (\$1,800) - **Total Value:** \$5,550 - **Package Price:** \$3,500

Enterprise Package (\$10,000 value for \$8,000)

Platinum-level digital dominance - 12 months Premium Placement (\$7,000) - 12 months Secondary Placement (\$3,200) - 12 months Logo Scroller (\$1,800) - **Total Value:** \$12,000 - **Package Price:** \$8,000

TECHNICAL SPECIFICATIONS

Premium Banner (Top Placement)

- **Dimensions:** 728x90px (leaderboard) or 970x250px (billboard)
- **File Format:** JPG, PNG, or animated GIF (max 5 seconds loop)

- **File Size:** Under 150KB
- **Link:** Must link to your company website or specific landing page

Secondary Banner

- **Dimensions:** 728x90px (leaderboard)
- **File Format:** JPG, PNG, or GIF
- **File Size:** Under 100KB
- **Link:** Must link to your company website

Logo Scroller

- **Dimensions:** 200x100px (logo size)
- **File Format:** PNG with transparent background preferred
- **File Size:** Under 50KB
- **Link:** Automatically links to your company profile or website

DESIGN GUIDELINES

Best Practices: - Clear, bold text (minimum 18pt font) - Strong call-to-action (e.g., “Learn More,” “Join Us,” “Register Now”) - Brand colors that contrast with white/light gray backgrounds - Company logo prominently displayed - Mobile-responsive design (ITC will handle responsive adjustments)

ITC can provide: - Professional banner design service (\$150 one-time fee) - Banner optimization for web performance - A/B testing recommendations - Analytics interpretation and optimization guidance

TERMS & CONDITIONS

1. **Approval Process:** All banner ads subject to ITC approval for content and design quality
2. **Content Restrictions:** No competitor advertisements, political content, or inappropriate material
3. **Performance:** ITC guarantees page placement but not specific impression counts
4. **Cancellation:** 30-day notice required; no refunds for early cancellation
5. **Marketing Credits:** Can be used for banner advertising except Hall of Fame-specific placements
6. **Analytics:** Provided monthly for Premium, quarterly for Secondary and Logo Scroller

HOW TO PURCHASE

Option 1: Use Marketing Credits Industry Investor members can allocate marketing credits toward website banner advertising: - Bronze (\$500 credit): 1 month Premium or 2

months Secondary - Silver (\$2,000 credit): Visibility Package or 3 months Premium - Gold (\$5,000 credit): Year-Round Presence Package + additional placements - Platinum (\$10,000 credit): Enterprise Package + event sponsorships

Option 2: Direct Purchase Any ITC member can purchase banner advertising directly: - Contact: diane@idahotechcouncil.org or betsy@idahotechcouncil.org - Payment terms: Net 30 for members, prepayment for non-members - Member discount: **15% off all direct purchases**

Option 3: Combine with Membership Upgrade to Industry Investor tier and use credits for maximum ROI

AVAILABILITY & BOOKING

Premium Placement: Limited to 2 concurrent advertisers (rotates every 30 seconds)

Secondary Placement: Limited to 3 concurrent advertisers per page **Logo Scroller:**

Unlimited, rotation speed adjusts based on participant count

First-come, first-served within each membership tier: 1. Platinum members get first selection 2. Gold members second 3. Silver members third 4. Bronze members fourth 5. Non-members (if space available)

Book early for Q1-Q2 2026! Premium placements typically fill 2-3 months in advance.

ESTIMATED MONTHLY REACH

Based on current website analytics of **similar organizations** it is estimated: - **Homepage:** ~8,000 monthly pageviews - **Events Calendar:** ~6,500 monthly pageviews - **Member Directory:** ~3,500 monthly pageviews - **TechBridge:** ~2,000 monthly pageviews - **About/News:** ~4,000 monthly pageviews

Total estimated monthly impressions will be measured and provided as the data becomes available.

This pricing structure is designed to: ✓ Be accessible to all Industry Investor tiers via marketing credits ✓ Provide clear value propositions with bundled discounts ✓ Generate sustainable revenue for ITC operations ✓ Offer year-round visibility options beyond event-based sponsorships ✓ Create new revenue stream from non-Hall of Fame opportunities