



MIRANDA AND DISTRICTS
CHAMBER OF COMMERCE

Mailing Address

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Contacts

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John Stillone - Treasurer 02 9526 1411 *(John Stillone & Associates)*

MDCC Website Advertising Guidelines

Banner-Positions

The MDCC website comprises 16 “banner-positions” as follows:-

		Position			
		A	B	C	D
Banner	1	1A	1B	1C	1D
	2	2A	2B	2C	2D
	3	3A	3B	3C	3D
	4	4A	4B	4C	4D

Each banner refreshes every 3 seconds, displaying the next position in the sequence. The sequence restarts at position A every time the user opens a new page on the MDCC website, thereby giving position A the highest exposure to web traffic, position B the next highest exposure and so on.

Advertisers may purchase a minimum of 1, and a maximum of 4, banner-positions.

Terms

Advertising space on the MDCC website is available for a minimum term of 3 months, up to a maximum term of 12 months.

Pricing

Pricing is charged per banner-position, and reflects the relative exposure of each position:-

Position A	\$50 per month
Position B	\$30 per month
Position C	\$20 per month
Position D	\$10 per month

Discounts

Discounts are available to advertisers on the following basis:-

MDCC members	10%
12 month term	10%
All 4 positions of one banner	10%

Discounts are cumulative, meaning members are entitled to a discount of 30% should they wish to purchase all 4 positions in one banner for a period of 12 months.

Payment

Payment of the advertising fee is required in two instalments:-

- 50% deposit upon signing the advertising agreement, and
- 50% balance upon advertisement going live on the website

Dimensions

The dimensions of the website advertisement are 200 * 80 pixels (landscape orientation).



Format

MDCC's preferred formats for website advertisement artwork are GIF and JPG.

Design

Digital Catalyst offer a specially negotiated rate for MDCC website advertisers. For further details, please contact Mark Parsons on 9531 2337 or mark@digcat.com.

Other Enquiries

If you have any further enquiries regarding MDCC website advertising terms and conditions, feel free to contact Geoff Schippers on 0420 905 608 or geoff.schippers@brokerport.com.au.