

SSCA Website Banner Advertising Proposal

The Program: We solicit two levels of advertisers, offering both of them (alternating) banner-type ad boxes. We use the term 'SSCA Sponsors' & 'Website Sponsorship' when promoting this program and referring to these advertisers.

'A' Level Sponsor: Has an alternating banner displayed on a 'feature page' of the website, which are defined as high-traffic pages members are very likely to visit when using our website.

Candidate Pages: Welcome to the Members' Section (first page with every visit) - **Prime**
Bulletins page (at least 1/3 of all members, every month)
Equipment Survey page (appropriate for Equip Vendor)

'B' Level Sponsor: Has an alternating banner displayed on pages that promise regular traffic.

Candidate Pages: Cruising Stations page (appropriate for marinas, guide publishers)
Port Guides page (after it has grown in size)
Ship's Store home page
SSCA Events page – suitable for vendors attending shows/gams
Resources Links page – vendors are 'behind' individual category buttons; offering alternating banner ads on this front page would offer them more visibility

What does the Sponsor receive?

1. Alternating banner ad as described above for one of several specific time periods (e.g. 6 months; 12 months)
2. First right of renewal for the existing space
3. Reservation rights for a different ('better') space, first come/first served, so long as Sponsor remains a continuing advertiser
4. Sponsor provides the banner content and SSCA (Pat Lynch) digitally builds & places the banner on the website.

Note: Payment in advance required, either for a designated contract period (6 mos, 1 year) or we can run a monthly credit card charge, if the Sponsor prefers

What revenue can we expect? The answer depends on multiple assumptions. My estimate is:

- For FY2008-09, a reasonable goal is **\$5,000**
- A mature, successful program could produce ~ **\$10,000/year net income**

A Sample Revenue Projection: This is for those of you who want to see the detail...

Assumptions:

1. Rates are: \$50 – Prime 'A' banner; \$40 – Other 'A' banners; \$30 – 'B' banners (Rates are based in part on feedback from some SSCA supporters/vendors)
2. The above-listed SSCA web pages each have room for two banner spaces.
3. Alternating ('flashing') banners allow one banner space to exhibit multiple Sponsors
4. The number of potential Sponsors is 'elastic' in that we can place 2, 3, 4 different Sponsors inside one alternating banner. (Don't think this should apply to 'A' Sponsors)
5. We can charge a 'set-up' fee to a Sponsor (to cover our expense to Pat Lynch) but can waive it for an extended ad placement (e.g 1 year).

Revenue Projection, based on above assumptions:

Prime Page Banner = \$50/month x 2 banners/page x 2 Sponsors/banner x 1 page = \$2400/year

Other 'A' Banners = \$40/month x 2 banners/page x 2 Sponsors/banner x 2 pages = \$3840/year

'B' Banners = \$30/month x 2 banners/page x 2 Sponsors/banner x 4 pages = \$5760/year

Potential Gross Revenue for this projection = **\$11,640/year**

Webmaster expense = Can charge set-up fee (or waive for extended ad placement)

Notes re: Sample Revenue Projection:

1. Total # of Sponsors Presumed: 28
2. Minimum annual cost to a 'B' Sponsor = \$360
3. Maximum annual cost to a Prime 'A' Sponsor = \$600

Examples of sister cruising association websites featuring ads:

- www.oceancruisingclub.org/component/option,com_weblinks/catid,145/Itemid,4/ - Ocean Cruising Club Advertisers Page
- www.bluewatercruising.org - select 'Publications', then select 'Supporters' – Bluewater Cruising Assn (not easily linked by itself)
- www.islandcruising.co.nz/index.php - note right pane on home page – Island Cruising Assn

Proposal drafted by Jack Tyler, with input from Judi Mkam and Craig Briggs: June & July, 2008