

St. Joseph River Yacht Club  
Advertising Program, 2016

Following is a description of member opportunities to advertise through SJRYC electronic and print media. Handbook ads will be good for a year, and will go to the entire membership of over 550 individual and family members. That's an audience of more than 1,000 adults. The handbook is printed annually in an 8.5 x 11 inch format. The table of contents page will include an index to help readers to locate your advertisement. For best results, your advertisement should be formatted using MS Word, PowerPoint, or Publisher (PDF, Quark, Illustrator, or Design can also be used). The data file containing the advertisement should be emailed to [membership@sjryc.com](mailto:membership@sjryc.com). If you advertised with us in 2015, and would like to utilize exactly the same ad as before, please let us know and we will carry it over to this year's handbook. Xpress Printing will publish and mail the book again this year. If desired, the team at Xpress Printing can also work with you to create your desired advertisement. Please feel free to email [membership@sjryc.com](mailto:membership@sjryc.com) and we will put you in contact with the correct Xpress team member. Their past hourly rate has been approximately \$60 with most ads taking less than an hour to put together. Web ads will be placed on [www.sjryc.com](http://www.sjryc.com) and will link to the advertiser's web site. Web advertisements will be limited in number to 15 that will be randomly rotated through the home page. The web audience is potentially much larger than the membership base alone since it is accessible by potential members, friends, members of other clubs, others in the local area, and anyone on the internet who happens across our page. Web banner ads must be submitted in 1140 X 445 jpeg format along with the website address you would like your ad to link to (if applicable). Examples can be seen online by visiting the [www.sjryc.com](http://www.sjryc.com) website. Web ads will be renewed annually and run for a full year.

The advertising rate schedule is as follows:

Banner ad on [www.sjryc.com](http://www.sjryc.com) with link  
to advertiser's web site: \$200 per year

Handbook ads, inside pages  
Business card (1/8 page) \$50 per year  
Quarter page \$100 per year  
Half page \$125 per year  
Full page \$200 per year

Inside front cover (color) - half page \$200 per year  
Inside front cover (color) - full page \$300 per year

Inside back cover (color) - half page \$200 per year  
Inside back cover (color) - full page \$300 per year

Outside back cover (color) - \$400 per year  
(full page only)

Discounts for purchase of both print and electronic ads are as follows:

Website banner and business card ad in handbook \$25 discount.  
Website banner quarter or half page inside add within handbook \$50  
discount.

Website banner and full-page inside or any color cover ad in handbook -  
\$75 discount.

Opportunities are limited, so please notify David Hertog via e-mail to  
reserve your space  
([dhertog54@gmail.com](mailto:dhertog54@gmail.com)).

Note: The Board reserves the right to reject any ad considered  
inappropriate or  
incompatible with the SJRYC mission. Non-members may also advertise, if  
approved by  
the Board.

Contact info;

David Hertog  
612-670-3124  
[dhertog54@gmail.com](mailto:dhertog54@gmail.com)

