

Dear XXXXXXXX,

It is hard to believe, but it is time to start preparations for the annual SJRYC member handbook. We will be printing off approximately 600 handbooks this year and they will be distributed to all the 2015 members. We would like to invite you to not only support the Club, but also promote your business with an advertisement in the 2015 handbook and/or the club website. Anyone choosing to advertise in 2015 will also have their business featured in one or more of our weekly membership emails. Following is the 2015 advertising policy and details of options and costs. If you have any questions, you are welcome to contact Rex at membership@sjryc.com.

St. Joseph River Yacht Club Advertising Program 2015

St. Joseph River Yacht Club Advertising Program, 2015

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. If you advertised with us in 2014, 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 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 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 image format 225x175 pixels 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 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 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) - full page only	\$400 per year

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

Website banner and business card ad in handbook - \$25 discount.

Website banner and quarter or half page inside ad 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 Rex Hartwig via e-mail to reserve your space (membership@sjryc.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.