



Iowa Cultural Corridor Alliance: Website Advertising Rates for 2011

Iowa Cultural Corridor Alliance

The Iowa Cultural Corridor Alliance (ICCA) is an alliance of over 150 cultural organizations in the Eastern Iowa Corridor.¹ The mission of the ICCA is to promote the varied cultural activities of its partner organizations and to nurture a sustainable cultural community. This is done through advocacy-focused events, educational programming, arts and culture awareness, cultural tourism, and building strong relationships throughout the community.

Cultural Corridor Website

ICCA's website, www.culturalcorridor.org, provides many advertising opportunities for ICCA partners and associates, as well as businesses that are not currently affiliated with ICCA. ICCA partners and associates receive advertising space at a discounted rate.

By advertising on the Cultural Corridor website, you will reach an audience focused on events and happenings in East Central Iowa. From August 2010-November 2010, the average number of individual users on the site per month was 68,964. The site received an average of 441,698 individual clicks, so each visitor clicked on approximately 6-7 pages.

Advertising Agreements

Advertising contracts for www.culturalcorridor.org are done on a monthly basis. Contracts can be created for multiple months or years, but all contracts begin at the start of a calendar month and end at the end of a calendar month. ICCA's Executive Director and Board reserve the right to decline any advertiser's request to advertise on the site. All ads will be approved by this team and will not be placed on the site if deemed inappropriate.

Contact Us

If you are interested in advertising with the Iowa Cultural Corridor Alliance, please contact Abby Ballain, Executive Director, at abby@culturalcorridor.org or (319) 849-8ART (8278).

¹ ICCA serves the Eastern Iowa Corridor which consists of Linn and Johnson Counties, and the nine adjacent counties to them.

Iowa Cultural Corridor Alliance – Cultural Corridor Website Advertisement Rates*

ICCA Partners and Associates in Good Standing**

| Location | Type of Advertisement | Dimensions | Monthly Rate | 6 Month Total Rate (Discounted) | 12 Month Total Rate (One Month Free) |
|----------------------|------------------------------|-------------------|---------------------|--|---|
| Homepage | Banner | 728 x 90 pixels | \$125 | \$700 | \$1375 |
| Calendar/Search tabs | Banner | 728 x 90 pixels | \$125 | \$700 | \$1375 |
| Organization tab | Banner | 728 x 90 pixels | \$125 | \$700 | \$1375 |
| About/Contact tabs | Banner | 728 x 90 pixels | \$100 | \$565 | \$1100 |
| Homepage | Box | 300 x 250 pixels | \$75 | \$425 | \$825 |
| Calendar tab | Box | 300 x 250 pixels | \$75 | \$425 | \$825 |
| Organization tab | Box | 300 x 250 pixels | \$75 | \$425 | \$825 |
| Calendar/Search tabs | Sidebar | 150 x 450 pixels | \$75 | \$425 | \$825 |
| About/Contact tabs | Box | 300 x 250 pixels | \$50 | \$285 | \$550 |

Non-Partner Organizations

| Location | Type of Advertisement | Dimensions | Monthly Rate | 6 Month Total Rate (Discounted) | 12 Month Total Rate (One Month Free) |
|----------------------|------------------------------|-------------------|---------------------|--|---|
| Homepage | Banner | 728 x 90 pixels | \$175 | \$1000 | \$1925 |
| Calendar/Search tabs | Banner | 728 x 90 pixels | \$175 | \$1000 | \$1925 |
| Organization tab | Banner | 728 x 90 pixels | \$175 | \$1000 | \$1925 |
| About/Contact tabs | Banner | 728 x 90 pixels | \$150 | \$875 | \$1650 |
| Homepage | Box | 300 x 250 pixels | \$125 | \$700 | \$1375 |
| Calendar tab | Box | 300 x 250 pixels | \$125 | \$700 | \$1375 |
| Organization tab | Box | 300 x 250 pixels | \$125 | \$700 | \$1375 |
| Calendar/Search tabs | Sidebar | 150 x 450 pixels | \$125 | \$700 | \$1375 |
| About/Contact tabs | Box | 300 x 250 pixels | \$100 | \$565 | \$1100 |

* Advertisements described above may be rotated with up to three (3) additional organizations. If an organization would like to purchase the advertisement space and not rotate with other organizations, they may pay for all rotations on the space. Simply multiply the advertising rate by two if you would like 50% coverage, three for 75% coverage, and four for 100% coverage.

** ICCA Partners and Associates in good standing are those whose dues are current at the time of advertisement purchase.