

Advertising Opportunities
Japan America Society of West Michigan
2009

- I. **General Terms:** The intent of JASWM of making the following promotional opportunities available to our members and supporters of the mission of the Society is to help you reach your targeted audience; where it is for education, cultural activities or support of your business objectives. The individual advertiser is responsible for the content of its advertisements, but is expected to follow established advertising practices under industry codes of conduct. The advertising instruments listed below are the normal communications tools that the Society uses to reach our audiences.
- II. **Banner Advertisements on JASWM Website:** JASWM is offering two types of advertisements on the Society's website. The site currently will have the following main pages—Home, About Us, Events/Calendar, Membership, News/Newsletters, Contact Us, Important Links, and Japanese Language. We are offering banner ads to appear on the different pages which can basically include your company/organization logo, contact information and/or mission statement. JASWM will have to determine layout size depending upon the page content. The type of ad and rates are as follows:
 - A. **Site Sponsor:** Your banner ad will appear on all pages of the sites and we will limit two site sponsors per month with the following rate structure:
 1. \$250/month for six months--\$1,500
 2. \$240/month for twelve months--\$2,880
 - B. **Main Page Sponsor:** Your banner ad will appear on the pages that you select from the above list that you would like to target. We will limit two page sponsors per month.
 1. \$125/month/page for six months--\$750
 2. \$115/month/page for twelve months--\$1,380
 - C. **Secondary Page Sponsor:** On the left of each main page, you will find a listing of secondary pages, i.e., About Us; you will see Board of Directors and Staff. Each of these are considered Secondary Pages. Each main page may have one or more secondary pages. Again, you can select the secondary pages that you wish to have banner advertisements. The rates for the secondary pages are as follows:
 1. \$75/month/page for six months--\$450

2. \$70/month/page for twelve months--\$840

III. **JASWM Newsletter**: The Society publishes a 4page, 8 ½ x11 newsletter every two months. The newsletter includes Society's cultural, educations and business news targeted to the members and is printed in four colors. This is a tool that you can use to truly target a specific audience you would like to reach. The number of newsletter mailing exceeds 400, plus issues will be posted on the website. We will offer two 3 ½ x4 ½ advertisement spaces in the newsletter. The rates for the newsletters is as follows:

- A. Three issues @ \$500 per issue--\$1,500
- B. Six issues @ \$475 per issues--\$2,850

IV. **Payment and Other Terms**: Your organization will be invoiced at the time you commit to placement of the advertisement and payment in full is expected for the number of months that you request. You are responsible presented to the Society completed copy based on space available and our designer will place in the website or newsletter. We will accept advertisements on first-come basis. We provide these advertising opportunities as service to members and supporters as revenue generation to support a sustainable Society.

V. **Contact Information**

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