



## Iowa Cultural Corridor Alliance: Website Advertising Rates for 2017

### **Iowa Cultural Corridor Alliance**

The Iowa Cultural Corridor Alliance (ICCA) is a partnership of cultural organizations throughout eleven counties in and around Iowa's Creative Corridor. The mission of ICCA is to promote the varied cultural activities of its partner organizations and to nurture a sustainable cultural community.

ICCA is the community resource for Arts, Culture and Entertainment, offering our members and the community advocacy-focused events, educational programming, professional development, and arts and culture awareness.

### **Cultural Corridor Website**

ICCA's website, [www.culturalcorridor.org](http://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. In 2016, the average number of individual visits per month was 19,510, an increase from 18,752 in 2015. The site received an average of 206,339 page views per month in 2016, so each visitor viewed approximately 12 pages (or events) each visit. Website traffic is provided to us by our host.

### **Advertising Agreements**

Advertising contracts for [www.culturalcorridor.org](http://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. Some flexibility for start and end dates can be negotiated. ICCA's Board of Directors 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 ICCA staff at [info@culturalcorridor.org](mailto:info@culturalcorridor.org) or (319) 849-8ART (8278).

**Iowa Cultural Corridor Alliance – Cultural Corridor Website Advertisement Rates\***

**ICCA Partners and Associates in Good Standing\*\***

<b>Location</b>	<b>Type</b>	<b>Dimensions</b>	<b>Monthly Rate</b>	<b>6 Month Total Rate (Discounted)</b>	<b>12 Month Total Rate (One Month Free)</b>
Homepage	Banner	728 x 90 pixels	\$125	\$700	\$1375
Homepage	Box	300 x 250 pixels	\$75	\$425	\$825
About	Banner	728 x 90 pixels	\$100	\$565	\$1100
Organizations	Banner	728 x 90 pixels	\$125	\$700	\$1375
Member Info Update	Sidebar	150 x 450 pixels	\$75	\$425	\$825
Blog/Jobs (first)	Box	300 x 250 pixels	\$75	\$425	\$825
Blog/Jobs (second)	Box	300 x 250 pixels	\$75	\$425	\$825

**Non-Partner Organizations**

<b>Location</b>	<b>Type</b>	<b>Dimensions</b>	<b>Monthly Rate</b>	<b>6 Month Total Rate (Discounted)</b>	<b>12 Month Total Rate (One Month Free)</b>
Homepage	Banner	728 x 90 pixels	\$175	\$1000	\$1925
Homepage	Box	300 x 250 pixels	\$125	\$700	\$1375
About	Banner	728 x 90 pixels	\$150	\$875	\$1650
Organizations	Banner	728 x 90 pixels	\$175	\$1000	\$1925
Member Info Update	Sidebar	150 x 450 pixels	\$125	\$700	\$1375
Blog/Jobs (first)	Box	300 x 250 pixels	\$125	\$700	\$1375
Blog/Jobs (second)	Box	300 x 250 pixels	\$125	\$700	\$1375

\* 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.