

CAPITAL CITY CHAPTER OF MUSKIES, INC.
CCMI Sponsors: Donations and Advertising
Effective 01/01/2015

1. Advertising

- a. Sponsors are those who purchase advertising space in the CCMI newsletter or on the CCMI website in order to promote their products or services.
- b. Ads may be purchased monetarily or by providing CCMI with an equivalent value in muskie-fishing-related products or services (such as lures, equipment or guide trips). CCMI will determine how and when these products or services will be used in order to maximize the benefit to the club.
- c. Ad space in CCMI's monthly newsletter is available at the following rates for 1 year:
 - i. \$100: business card size ad
 - ii. \$250: quarter-page ad
 - iii. \$500: half-page ad
- d. Ad space on CCMI's website is available at the following rates for 1 year:
 - i. \$100: quarter-width company logo
 - ii. \$250: half-width banner ad/company logo
 - iii. \$500: full-width banner ad/company logo
- e. A combination of ad space in both CCMI's monthly newsletter and on CCMI's website for 1 year is available at the following rates:
 - i. \$175: business card size ad (newsletter) plus quarter-width logo (website)
 - ii. \$350: quarter-page ad (newsletter) plus half-width logo (website)
 - iii. \$700: half-page ad (newsletter) plus full-width logo (website)
- f. Ads will run in the newsletter and on the website for 1 calendar year (January – December). Prices for ads running for shorter periods of time will be pro-rated.

Approved: 10/06/2014