



# Investor Advertising Opportunities

Expand your reach. Build awareness. Get results.

[www.eauclaire-wi.com](http://www.eauclaire-wi.com)

## Website Statistics Overview

- Over 3,000 page views/month
- Over 1,000 unique visitors/month
- Visitors from national and international locations
- Average time on site: 3 minutes
- Over 75% new visitors

Your ad will be the **only ad on each page**, and will rotate through these pages of the EDC Web site:

<i>Home Page</i>	<i>State &amp; Federal Loan Programs</i>
<i>Available Sites &amp; Buildings</i>	<i>Business Plan Contest</i>
<i>Business Parks</i>	<i>SMARTT® Network</i>
<i>Market Statistics</i>	<i>EDC News</i>
<i>Area Profiles</i>	<i>EDC Investors</i>
<i>Idea Pathway Main</i>	<i>Staff/Contacts</i>
<i>Paragon Award Recipients</i>	

## Ad Specifications and Requirements

- Size must be 200 x 300 pixels (or 2:3 size ratio)
- Resolution: 72 dpi
- Color: RGB
- File format: JPEG, PNG, or GIF

**Need your ad created? We can do that. +\$25**  
*Logo, content, and other graphics must be supplied.*



## Pricing

For a limited time, all advertisements on the EDC Web site are **\$50/month**.

# WHAT???

Yep. Just **\$50/month!** And this price is only available to our investors, so take advantage of it while it lasts!

## Area Growth Newsletter - Business Directory

Area Growth is the EDC's quarterly newsletter which includes a business directory in the center spread. As an investor, your company can purchase one of the spaces which includes your logo, contact information, and brief description.

## Newsletter Overview

- Distribution: 900+; published quarterly (Apr, July, Oct)
- Audience: Local and regional business leaders, decision-makers, elected officials, community leaders
- Content: key development projects, articles to assist entrepreneurs and innovative companies, local financial program news, EDC programs and activities, and other timely topics
- PDF version available online after publication

## Pricing

- \$250 per ad, per issue
- Limited to 24 total ads per issue
- Add \$50 to include links to your website in online PDF

## Ad Specifications and Requirements

- Logo must be at least 150 dpi, 1" wide or tall
- Description can be no more than 200 characters (with spaces)
- Minimum contact info: physical address, phone, email, contact person and their title



**Deadlines to reserve ad space:**  
**April 15, July 15, October 15**

To advertise, contact **Gwen Schuppel**  
Phone: 715-834-0070  
Email: gwen.schuppel@eauclaire-wi.com