

### Banner Ads (Monthly)

Page Type	Premium	Enhanced	Simple
High Traffic	\$900	\$600	\$300
Accelerated Traffic	\$450	\$300	\$150
Common Traffic	\$150	\$100	\$50

**Opportunity:** Banner ads are visual advertisements displayed prominently on the website. They offer high visibility and can be customized to match your brand. Options include:

- Premium: Interactive banner ad with video and call-to-action button
- Enhanced: Animated banner ad with logo
- Simple: Standard static banner ad

### Video Advertising (Monthly, includes production)

Premium	Enhanced	Simple
\$750 (60-second video + featured placement)	\$500 (30-second video)	\$250 (15-second video)

**Opportunity:** Share your message through impactful video content. Video ads allow for more dynamic and engaging advertisements, telling your brand's story more effectively.

### Stanislaus Saver Coupon Sponsor

Premium	Enhanced	Simple
\$400 (100 Coupons)	\$250 (50 Coupons)	\$120 (20 Coupons)

**Opportunity:** Sponsor a "Stanislaus Saver" coupon for half off the monthly cost (\$11.95) of the Info Hub Discount Club membership. As a featured Discount Donor Business Owner, your company name and link will appear on the digital coupon.

## Sponsor A Main Feature of Our Webpage (Monthly)

Premium	Enhanced	Simple
\$300 (Bold listing + logo + bio + featured placement)	\$200 (Bold listing + logo)	\$100 (Bold listing)

**Opportunity:** Sponsor one of these and appear on the homepage: **Viral Videos, Resource Directory, Service Spotlight, Info Exchange, Community Connections, No-Cost Stanislaus, Event & Calendar Page.**

## Service Spotlight Sponsorship (Monthly)

Premium	Enhanced	Simple
\$300 (Logo, link, and tagline in bold with featured placement)	\$200 (Logo and bold link)	\$100 (Link)

**Opportunity:** Businesses can sponsor articles about nonprofits, gaining visibility while supporting community organizations. This option associates your brand with social responsibility.

## Local Business Poll Hosting (Per poll)

Premium	Enhanced	Simple
\$250 (Custom poll design, 1 month duration, Comprehensive analysis report)	\$150 (Multiple choice poll up to 6, 2 weeks duration, Detailed results report)	\$75 (Multiple choice poll up to 3, 1-week duration, Basic results report)

**Opportunity:** Engage with your customers and gather valuable insights about your products, services, and community needs through our hosted poll service.

## 211 Info Hub Discount Club (Monthly)

Offer Discount & Exclusive Giveaway	Offer Discount	Offer Exclusive Giveaway
\$249	\$199	\$179

**Opportunity:** Become a Biz Owner Discount Donor for the 211 Info Hub Discount Club. Offer exclusive deals to attract customers and build community goodwill while gaining visibility on the platform.

## Mobile App Push Notifications (Per notification)

Premium	Enhanced	Simple
\$200 (1 notification + link + targeted audience)	\$100 (1 notification to a video link)	\$50 (1 notification)

**Opportunity:** Send targeted messages directly to users' phones. This ensures your message reaches them even when they're not browsing the website, increasing visibility and engagement

## Proud Partner Page (Monthly)

Premium	Enhanced	Simple
\$200 (Logo with Tagline, Link & Social Media Story & Mention)	\$150 (Logo With Tagline & Link)	\$100 (Logo & Link)

**Opportunity:** Your business will be listed among the proud partners that help keep 211 Stanislaus Info Hub running to provide information about free services and resources to those in need.

## Social Media Promotion (Per post)

Premium	Enhanced	Simple
\$200 (1 video post per platform + story feature)	\$150 (1 video post per platform)	\$75 (1 post per platform)

**Opportunity:** Leverage our social media platforms to reach an engaged local audience. This option extends your reach beyond our website to various social media channels.

## Sponsor A Non-Profit Event /Booth

Premium	Enhanced	Simple
\$200 (Logo, Link & 1 line bio)	\$150 (Logo & Link)	\$100 (sponsored by link)

**Opportunity:** "Elevate your brand while making a difference in our community. Sponsor a nonprofit event or booth to showcase your commitment to social responsibility and connect with a passionate, engaged audience who values businesses that give back.

## Banner Ads for Nonprofits (Monthly)

Page Type	Premium	Enhanced	Simple
High Traffic	\$400	\$300	\$200
Accelerated Traffic	\$200	\$150	\$100
Common Traffic	\$100	\$75	\$50

**Opportunity:** Discounted banner ad options for nonprofits to increase visibility and reach

- **Simple:** A basic, static image banner ad. This is a cost-effective option for nonprofits to increase their visibility on the website.
- **Enhanced:** An animated banner ad that includes the nonprofit's logo. This option offers more visual appeal and can help capture users' attention more effectively.

**Premium:** An interactive banner ad with video content and a call-to-action button. This high-end option allows nonprofits to share engaging content and directly encourage user interaction.

## Events Ad (Per event up to 1 month in advance)

Premium	Enhanced	Simple
\$150 (Featured event banner ad)	\$100 (square ad)	\$50 (small rectangle)

**Opportunity:** Gain visibility for your community events, reaching a wider audience interested in local activities and causes.

## Enhanced Resource Listing (Monthly)

Premium	Enhanced	Simple
\$150 (Bold listing + logo + top-of-page placement)	\$75 (Bold listing + logo)	Free (Basic listing)

**Opportunity:** Highlight your organization in our directory with a more prominent listing. The basic listing is free, with paid options for enhanced visibility.



## Service Spotlight Article

Premium	Enhanced	Simple
\$100 (Featured article Front Page Exposure)	\$50 Article with enhanced visibility	Free (Standard article)

**Opportunity:** Feature your organization's services in a dedicated article, providing in-depth coverage of your work and mission.

## Service Spotlight Sponsorship

Premium	Enhanced	Simple
\$150 (Logo, link, and tagline with featured placement)	\$100 (Logo & Bold Link)	\$50 (Link)

**Opportunity:** Appear prominently in service spotlights about organizations in Stanislaus County, increasing visibility when users are looking for specific services or support.

## Social Media Promotion

Premium	Enhanced	Simple
\$75 (1 video post per platform + story feature)	\$50 (1 video post per platform)	\$25 (1 post per platform)

**Opportunity:** Utilize our social media platforms to increase your online presence and reach an engaged local audience.

## Mobile App Push Notifications

Premium	Enhanced	Simple
\$75 (1 notification + link + targeted audience)	\$50 (1 notification to a video)	\$25 (1 notification to a link)

**Opportunity:** Send targeted messages about your services or events to users' phones, increasing awareness and engagement.

## Community Calendar Highlight

Premium	Enhanced	Simple
\$50 (Bold listing + large image + featured placement)	\$25 (Bold listing + logo)	Free (Standard event listing)

**Opportunity:** Promote your events more effectively in our community calendar, ensuring they stand out to users interested in local activities and volunteer opportunities.

## Giveaway/Free Items (Up to one month while supplies last)

Premium	Enhanced	Simple
\$50 (Announcement + image + social media post)	\$25 (Announcement + image)	Free (Text announcement)

**Opportunity:** Promote your services by offering free resources to our users. This increases engagement with your organization and helps those in need.

## Nonprofit Impact Booster Package - \$500 (Value: \$650)

- Banner Ad (1 Month) - Enhanced, High Traffic Page: \$300**
  - High visibility with an animated banner ad on a high-traffic page
- Service Spotlight Article - Premium: \$100**
  - Featured article with social media promotion, showcasing your mission
- Social Media Promotion - Premium: \$75**
  - 1 video post per platform + story feature, expanding your reach
- Mobile App Push Notifications - Premium: \$75**
  - 1 notification + link + targeted audience, directly engaging users
- Featured Search Results (1 Month)- Enhanced: \$50**
  - Top 3 results in relevant searches, improving discoverability
- Community Calendar Highlight (1 Event) - Premium: \$50**
  - Bold listing + large image + featured placement for your events

### This package offers:

- Prominent visibility across multiple channels (website, social media, mobile app)
- In-depth promotion of your services through the spotlight article
- Direct engagement with your audience through push notifications
- Enhanced discoverability in search results
- Premium event promotion in the community calendar

By combining these high-impact features, your nonprofit will significantly boost its online presence, engage more effectively with the community, and increase awareness of its mission and events. This comprehensive package ensures your organization stands out and reaches a wider audience, all at a discounted rate that provides exceptional value for your marketing budget.

NOTE: ALL PRICING IS SUBJECT TO CHANGE