

# Advertise on the Web

www.wbtnam.org

## Prime Location:

This location is the absolute prime location on the website. When users log on to the website, this is the first place this is the first place a person's eyes fall.

**\$50 per Month**



## Newsfeed Underwriting:

The feed is the most common form of communication for WBTN and can easily be used to place scripted sponsorship! This appears on our homepage and our social media!

**\$50 per week**

**FREE with new Sponsors!**

**Your Ad!:** Already have a predesigned ad for the web? We can place virtually any ad you want in this location. You have full control over this location. **\$250 per year**

The screenshot shows the WBTN website homepage with several advertising opportunities:

- Top Header:** "1370 AM Bennington, VT WBTN Ad Space" with a logo for "Fond Pond".
- Navigation:** Home, Programming, News, Careers, Advertise, Mission, Listen Live!, Contact Us.
- Main Content Area:**
  - Left Column:** "BTN News" section with articles like "WBTN Improves the quality of its internet streaming audio" and "We Want Your Opinion!".
  - Right Column:** "Become a Friend of WBTN Ad Space" section featuring a photo of host Stefano Donati and a description of his music.
- Bottom Section:** "Ad Space" with a large green arrow pointing to it, and a list of recent posts with their URLs and timestamps.

**Preferred:** This is the most common place of advertising on WBTN. Your logo is on every page on the site. Great location at a great price! **\$500/number of advertisers per year**

**Prime Location:** This location is usually reserved for WBTN's announcements and PR campaigns. The best location on the site, this location is coveted and rarely sold. **\$100 per Month**

Google Analytics

**Content compared to radio stations of similar size**

- 8.5 times more per visits
- 30% more pages visited
- 3 times more time spent on our site

