



## Media & Advertising Kit

### Who are we?

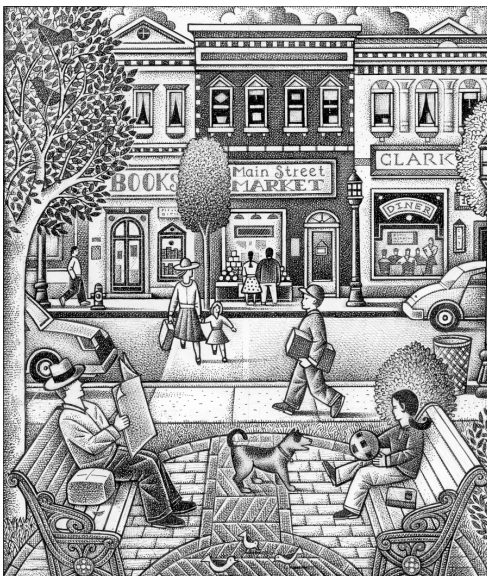
---

**PlannersWeb.com** is a comprehensive community and regional planning site that provides useful articles and postings on a wide range of planning issues, as well as a focus on how citizen planners — especially members of planning commissions and boards — can work most effectively.



### Why Advertise with PlannersWeb?

---



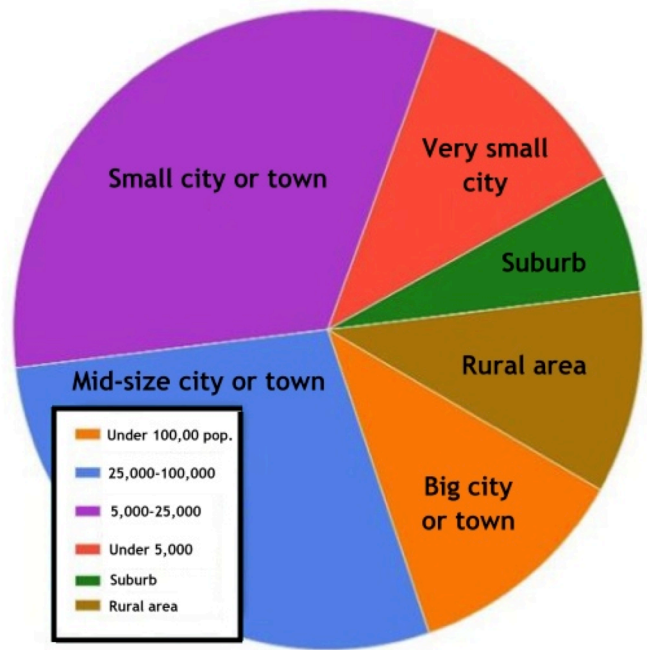
PlannersWeb is a valued resource for a range of community leaders, planning commissioners, private developers, and active citizens.

It attracts attention from across the U.S., from large cities to small and rural towns. As a result, your advertisements will reach a wide audience interested and actively engaged in planning topics and issues.

# Demographics



PlannersWeb membership by category



Note: Suburb and Rural area categories were additional choices given in our member survey -- so a member may have listed, for example, small city AND rural area.

**At PlannersWeb, we provide a highly diversified audience for your advertisements.**

**On Average, there are about 15,000 page views per month and 6,500 unique visitors -- and these numbers are growing.**

**Overwhelmingly, our audience is represented by professional planners and planning commissioners.**



# PlannersWeb.com Ad Locations

The screenshot shows the PlannersWeb.com homepage. At the top left is the logo "PlannersWeb" with the tagline "News & Information for Citizen Planners". To the right, it says "You are logged in as pcjadmin" with links for "Update Your Profile or Password" and "Logout". Below this is a search bar and a "SEARCH" button. A navigation menu includes "Home / What's New", "Serving on a Planning Board", "Basic Tools", "Planning Topics", "Columns", "Resources", and "Help".

The main content area features a large yellow "WELCOME" sign with the text "New to a Commission? See some of the most helpful articles we've published for new planning board members." To the right of this sign is a list of links: "Join the PlannersWeb", "Membership Renewal", "Receive Email Updates", "View Past Email Updates", "For Group Administrators", and "City Planning News Today".

Below the sign is a "What's New" section with three articles:

- New: Student Discount Rate**: "We heard you -- and understand your financial constraints. We're now offering a student discount at more than 50 percent off our regular rate. Check it out."
- Technicity MOOC Highlights Ways of Using Technology to Connect With the Public** by Stuart Andreason: "Stuart Andreason provides highlights from the 'Technicity' course -- about the good, the bad, and the unknown of using technology for public engagement."
- Planning Commissioners Can Promote Quality of Life** by Stuart Andreason: "In what ways does 'quality of life' most matter for young adults -- and for seniors? In this month's Across Generations column, Stuart Andreason and Jennifer Wallace-Brodeur respond to that question."

Other sections include "PlannersWeb Updates" (Stay connected. Sign up to receive our email updates at no cost...), "Are Your Procedures Fair?" by Greg Dale, FAICP (Greg Dale explores why fairness may require more than the legal minimum.), and "Is Your Planning Process Strangling Economic Development and Growth?" by Kathy Trauger.

On the right side, there are two advertisement boxes:

- Advertisement Location #1**: A box with a green and yellow background, titled "WHAT A GREAT IDEA!" and "Join PlannersWeb today and have instant access to all our content".
- Advertisement Location #2**: A box titled "Welcome to the Commission! A Guide for New Members" featuring a cartoon illustration of people and the text "Browse for articles on topics of interest. Look at our Planning 101 pages - where you'll find short summaries of articles we've published grouped by topic. For access to articles on an even broader range of topics, use our drop down menu bar at the top of the page -- Planning Topics; Basic Tools; Serving on a Planning Board."

go to:  
PlannersWeb.com  
to view two current  
advertisements  
in position.

Advertisement  
Location #1  
220 pixel width  
220 pixel height

Advertisement  
Location #2  
220 pixel width  
280 pixel height

Ad Location	Ad Size	Duration	2014 Pricing
-------------	---------	----------	--------------

Location #1: Right Side Bar as indicated on our mockup - <b>displays on every page of our site.</b> (max. of 4 ad spaces available)	220 pixel width x 220 pixel height	Minimum 2 month order/ (each ad receives at least 1/4 of all impressions) Maximum 12 month order.	\$100 per month (\$90/mo. for orders of 4 months or more)
--	--	---	---

Location #2: Right Side Bar as indicated on our mockup - <b>displays on every page of our site.</b> (max. of 4 ad spaces available)	220 pixel width x 280 pixel height	Minimum 2 month order/ (each ad receives at least 1/4 of all impressions). Maximum 12 month order.	\$120 per month (\$100/mo. for orders of 4 months or more)
--	--	--	--

- We are accepting ads to start running April 1, 2014. Pricing is valid through December 31, 2014.
- Animated ads not accepted. Ads must be submitted as gif or jpg files and are reviewed to ensure they are legible and appropriate for our audience.
- All new ads start running the first weekday of the month.

For questions or to reserve a spot for an advertisement, contact Wayne Senville, Editor, at: [pcjoffice@gmail.com](mailto:pcjoffice@gmail.com) / 802-864-9083.