



## *St. Louis Camera Club* 2018-2019

The [St. Louis Camera Club](#) (SLCC) is one of the oldest photography clubs in the nation and we invite you to be an advertising sponsor with the club! We have over 300 dues paying members and typically have 50 members or more at each of our weekly meetings. Our competition year runs from September through June of each year, during which time our members compete weekly in print and projected digital formats. The members stay current with the latest technology and trends in photography through our club educational sessions. We average over 1,400 unique visitor sessions on our web pages every month!

You have several ways to advertise your business to our members through (1) web page options and (2) member email notifications sent by the club webmaster. Gold Level Sponsors have their ads shown on our main home web page, which is our most highly trafficked web page! This dramatically increases the visibility of the ads for our Gold sponsors. All advertisers, both Basic Level and Gold Level, get an ad with a link to their web site on our Camera Club [Sponsor](#) web page.

Members receive newsletter-like emails sent twice monthly. Basic Level Advertisers can opt to have informational messages, such as notices about upcoming sales and classes, placed in three emails to club members during the competition year at no additional cost. Gold level sponsor can place up to six informational messages in our club emails throughout the competition year at no additional cost! (Email newsletters are sent on the first and third Friday of each month. The deadline for submission of text advertisements with active web links is at least one week in advance of the email newsletter.)

### **Requirements for submission of SLCC website and email include:**

- Gold Level Advertiser Sponsor cost is \$275 per year
- Basic Level Advertiser Sponsor cost is \$150 per year
- See the table below for advertisement format requirements
- All ads should be submitted in electronic format
- You may submit color or black and white ads
- Ads should be emailed to [brucebackus@gmail.com](mailto:brucebackus@gmail.com), copying our web master at [roleson@sbcglobal.net](mailto:roleson@sbcglobal.net)

Please contact us if you have any questions. Thank you!

Bruce Backus  
Advertising Committee Chair  
St. Louis Camera Club  
Phone: 314-302-0466  
[brucebackus@gmail.com](mailto:brucebackus@gmail.com)

**Summary of St. Louis Camera Club (SLCC) advertising options and advertisement specifications**

Benefit	Gold Level Advertiser	Basic Level Advertiser
<p><b>Price per club year</b></p> <p>September through June</p>	\$275	\$150
<p><b>Ad on SLCC Main Home Page</b></p> <p><u>100 pixels</u> horizontal by <u>100 pixels</u> vertical, or less, <u>72ppi</u>, <u>JPEG</u> format</p> <p>Provide URL to the web page you want a person to see when the ad is clicked</p>	Yes	No
<p><b>Ad on Sponsor / Advertiser Web Page</b></p> <p><u>200 x 200 pixels</u> or less <u>72ppi</u>, <u>JPEG</u> format</p> <p>Provide: Name, Address and Phone number and a URL to the web page you want a person to see when the ad is clicked</p>	Yes	Yes
<p><b>Ads in SLCC Newsletter Emails</b></p> <p>Send text for newsletter note with active URL links to your ads to: <a href="mailto:newsletter@stlcameraclub.com">newsletter@stlcameraclub.com</a></p> <p>Provide information at least one (1) week in advance of the SLCC email newsletter, which are sent on the 1<sup>st</sup> and 3<sup>rd</sup> Friday every month.</p>	6 per year	3 per year