

Catering by Victoria/Caffè Victoria Website Advertising Details

Catering by Victoria/Caffè's web site and blog (<http://www.cateringbyvictoria.com>, <http://blog.cateringbyvictoria.com>, respectively; referred to as "CV Website" for the remainder of this document) offer a number of advertisement placements, in three standard image sizes as shown in Figure 1 below.



Figure 1. Standard advertisement image sizes on Catering by Victoria's web sites. Specific details, such as dimensions, are presented later in this document.

Each advertising image can have associated with it a brief note or description (e.g. "Check out our beautiful wedding cakes!") and a target url to where anyone clicking on the advertising image should be delivered (e.g. "<http://www.cateringbyvictoria.com/cv/imagesSummaryGet.cv?catId=3>").

Most CV Website pages offer placements for each of the advertising size options; some of our blog pages offer multiple placements for the "A"-sized advertisement. As new blog entries are created, advertising is automatically placed in the new content.

Advertising Cost Structure (*cost per month for each advertising image, in \$*)

Commitment Period	Advertising Image Size "A"	Advertising Image Size "B"	Advertising Image Size "C"	Multiple Images¹
Month-to-month ²	50	75	100	20% discount on combined cost
12 months ³	40	60	80	20% discount on combined cost

¹*Multiple images can be in one or more advertising image size categories.*

²*Payment for advertising is due on the first of the month. If payment is not received by the 5th of the month, advertising images will be removed from the site. When full payment is received for the month, the images will be re-displayed on the site.*

³*20% discount for a full-year commitment; full payment due at start of term.*

Web-Site Visit Information

The CV Website has grown steadily in popularity over the last two years. This increasing popularity in itself creates more site visits as our site is displayed higher and higher in search-engine results. We don't rely on this popularity, however. We also do the following:

- Advertise our site using Google's AdWords, with advertising limited to the northern Colorado, Cheyenne, and Laramie areas. The bulk of Google Adwords-generated visits come from Greeley, Fort Collins, Loveland, Windsor and Cheyenne.
- Frequent content updates accompanied by Twitter and Facebook updates. We generally get a bump in visits of about 20% in the days following new-content additions.
- Promotion via ConstantContact email marketing. We promote things such as cake tastings, our participation in Bridal Shows, and the like.

Contact us (contact information in the Q&A section) for detailed web-visit statistics.

Advertising-image Technical Details

Advertising images can be jpg-, gif-, or png-format image files prepared for web display. The specific image sizes for the various advertising placements are shown below.

Advertising Image Size Designation	Dimensions
A	728px wide, 90px tall
B	200px wide, 200px tall
C	160px wide, 600px tall

Q&A

Q: Are advertising images presented in a certain order? How do I know my image(s) will be displayed?

A: *All advertising images for a certain advertisement size are randomly sorted with each visit to the page - each image has an equal opportunity to be the first displayed with each viewing of the web page.*

Q: How many advertising images can I have in any one advertisement size category?

A: *While we reserve the right to impose a limit on the number of images for a given size category, there won't initially be a limit. However, the advertisement pricing structure is on a per-image basis, so multiple images would obviously cost more than a single image.*

Q: Can I get a lower cost if my ads are only displayed on a few selected web-site pages?

A: *No. At this point, we don't target specific pages with advertising - if the advertising placement is on the page, all eligible advertising images will be displayed there.*

Q: Can I manage my advertising images myself, like changing the image each day?

A: *Not just yet. Most of the infrastructure is in place to allow for that, so if there is significant demand for administration such as that, we will implement it.*

Q: How do I create advertising images?

A: *There are several options:*

- *You could work with a graphics artist to create your images.*
- *You could create your own images using graphics design software (e.g. Adobe Illustrator, GIMP, etc).*
- *We could cobble something together for you, though be aware that graphics design is not our core competency. Cost for such a service would depend on the complexity of the advertising image.*

Q: How do I get started?

A: *Just contact us and we'll get the process started!*

- *Scott Queen: scott@caffevictoria.com or 970-231-3634*
- *Victoria: victoria@caffevictoria.com or 970-686-5005*