



# CALIFORNIA TRADITIONAL MUSIC SOCIETY

## WEBSITE BANNER AD DETAILS AND SPECIFICATIONS

The CTMS web site is visited by an average of 2000 people a week looking for information about and Traditional Music in general and CTMS Events in particular. If you have a Folk Music or Art related business you can reach this audience with a banner ad on the CTMS website. This year, banner ads will be placed on the main page, and on the “Taste of Folk” schedule page. The cost is only \$150 per 6 month period.

### **Banner Ad Details**

- The banner ads rotate on the website’s main page, and on the “Taste of Folk Music” schedule page. Each time the page is refreshed another banner ad appears. To see how this works visit [www.ctmsfolkmusic.org](http://www.ctmsfolkmusic.org) and click the refresh button a few times.
- You may submit your own banner ad if you wish, or for a charge of \$50 CTMS can create an ad for you. See “Banner Ad Specifications” below.
- These ads will be placed on the website normally within a week after being received, depending on workload. They will remain on the site for 6 months.
- When a viewer clicks on the banner they will be taken to a special advertiser’s links page. This page can contain either a link to your website and/or a quarter page or smaller (425 pixels high, by 330 pixels wide) display ad.

### **Banner Ad Specifications**

- The ad must be 80 pixels high by 460 pixels wide,
- Use the RGB color model
- File formats accepted: JPEG, TIFF or GIF

### **Display Ad Specifications**

- The ad must be 425 pixels high by 460 pixels wide,
- Use the RGB color model
- File formats accepted: JPEG, TIFF or GIF