



**Cascadian Resource Center**



*Photo: Green Forest*



December 18th, 2009

**Advertiser Package**



# Cascadian Resource Center

## ADVERTISER PROGRAM

***Becoming an advertiser on the Cascadian Resource Center offers enormous value for the individual and company including advertising benefits, plus the extraordinary promotional value of advertising on this growing social network and social portal for the northwestern USA. If interested in becoming an advertiser, please contact us.***

***Advertiser benefits, membership and value proposition!***

### Cascadian Resource Center (CRC)

CRC is an online social forum and media portal for people to communicate, network and exchange ideas locally. We support sustainable community values while featuring user-generated content (e.g., blogs, videos, photos, music, events) selected from our members contributions. This resource center platform is a model for other communities and we're planning to launch other resource centers regionally and globally.

*Your regional resource center for  
a green, sustainable future!*

CRC has launched our "[Advertising Program](#)" and invite you to become the first companies, businesses and organizations to advertise on CRC on a monthly basis. Get in on the ground floor of this growing social media phenomenon.

With your advertising we can provide our members and viewers the finest service, promote your local events, products and services and keep the content fresh, dynamic and alive.

One day soon we'll be the most comprehensive online events calendar for our region.

### Membership Benefits!

- Your free "MyPage" (personal, business or professional organization) with bio, photo, website and contact information
- Post blogs, articles, upload photos & videos, participate in discussions, forums and live chat with community for maximum exposure
- Invite your contacts and build real "friend" networks
- Upgrade to one of our three (3) paid membership programs (Community, Business & Associate) and receive even more value!

### Event promotions

Prominently feature your display ad, banner ad, event flyer or company logo on the home and all pages view and the weekly broadcast email.

1. Spotlight or premium display, logo, event flyer or banner ads featured throughout the site and social network for sponsors
2. Up to 35,000 impressions per months for the low-cost of \$10 CPM (per thousand)

### Marketing, sponsorship and advertising

*Extraordinary Promotional Value of Weekly Broadcast E-Newsletter, Website and Social Network includes:*

- Request the "Founding Sponsor Package" for our sponsorship programs only.

# Cascadian Resource Center



## Spotlight Ad

- Your Spotlight Square, Logo or Display Ad w/ Link
- Credit on Advertiser Page
- 8 Positions Timed - 250w x 250h or 250w x 125h or 250w x 325h (pixels)
- Impressions = 30k CPM/Month

## Premium Ad

- Your Premium Square, Logo or Display Ad w/ Link
- Credit on Advertiser Page
- 16 Positions Timed - 250w x 250h or 250w x 125h or 250w x 325h (pixels)
- Impressions = 15k CPM/Month

## Featured Banner Ad

- Your Banner Ad w/ Link on Home Page
- Credit on Advertiser Page
- 8 Positions Timed - 468w x 60h (pixels)
- Impressions = 8k CPM/Month

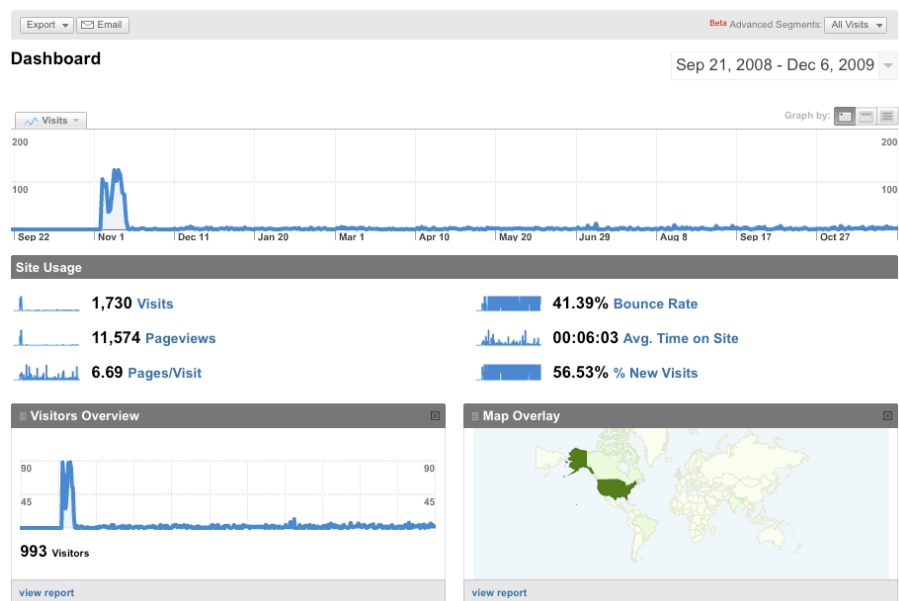
## Event Flyer or Ad

- Your Event Flyer on Network - 500w x 650w or 500w x 325w OR
- Your Display Ad w/ Link on Network and/or Weekly Broadcast Email - 250w x 325w (pixels)
- Credit on Advertiser Page
- Impressions = 3k - 8k CPM/Month

## FOUR ADVERTISING OPTIONS AVAILABLE

*Being a founding advertiser of the Cascadian Resource Center offers enormous prestige and visibility for local businesses, organizations and individuals.*

The **Cascadian Resource Center**, or CRC, is a regional resource center, social network and media organization. We were officially launched on January 1st, 2010 after a year of development work. CRC will soon be enjoying steady growth like it's sister local resource center.



Each week we broadcast via email a weekly "News Update & Events Calendar" to 4,500+ people in the northwestern USA and to our growing membership and subscriber list. We sponsor and promote many fine events in the regional community including a few of our own productions. (Graphic: Google Analytics)

**Spotlight Ad**  
**Premium Ad**  
**Featured Banner Ad**  
**Event Flyer or Display Ad**

**Email: [crc@icresource.com](mailto:crc@icresource.com)**  
**OR call (800) 640-5947**

***Become a Social Media Advertiser Today !***



## ADVERTISING PROGRAM - FLAT-RATE

**Select which advertising package opportunity is best for you from the following matrix.  
Your regional resource center for a green sustainable future!**

<b>ADVERTISING SERVICES</b> <a href="http://www.icresource.com/advertising_CRC">www.icresource.com/advertising_CRC</a>	1 MONTH	3 MONTH	ANNUAL
<input type="checkbox"/> <b>AD 400 - "Spotlight" Square, Logo or Display Ad:</b> <ul style="list-style-type: none"> <li>• <b>IMU Square:</b> 250 W x 250 H (2) or</li> <li>• <b>Company Logo:</b> 250 W x 125 H (3) or</li> <li>• <b>Display Ad:</b> 250 W x 325 H (pixels)(4)</li> </ul>	\$400/mo	\$1,080/ quarter *	\$3,840/yr **
<input type="checkbox"/> <b>AD 200 - "Premium" Square, Logo or Display Ad:</b> <ul style="list-style-type: none"> <li>• <b>IMU Square:</b> 250 W x 250 H (2) or</li> <li>• <b>Company Logo:</b> 250 W x 125 H (3) or</li> <li>• <b>Display Ad:</b> 250 W x 325 H (pixels)(4)</li> </ul>	\$200/mo	\$540/ quarter *	\$1,920/yr **
<input type="checkbox"/> <b>AD 100 - "Featured" Banner Ad</b> <ul style="list-style-type: none"> <li>• <b>Small Banner Ad:</b> 468 W x 60 H (pixels)(5)</li> </ul>	\$100/mo	\$270/ quarter *	\$960/yr **
<b>EVENT PROMOTION</b> <a href="http://www.icresource.com/advertising_CRC">www.icresource.com/advertising_CRC</a>	1 WEEK	2 WEEKS	4 WEEKS
<input type="checkbox"/> <b>EP 100 - "Event" Network Display Ad:</b> <ul style="list-style-type: none"> <li>• <b>Display Ad:</b> 250 W x 325 H (pixels)(1)</li> </ul>	\$100/week	\$200	\$400/mo
<input type="checkbox"/> <b>EP 75 - "Event" Network Flyer:</b> <ul style="list-style-type: none"> <li>• <b>Full Page Flyer:</b> 500 W x 650 H or</li> <li>• <b>Half-Page Flyer:</b> 500 W x 325 H (pixels)</li> </ul>	\$75/week	\$150	\$300/mo
<input type="checkbox"/> <b>EP 50 - "Event" Broadcast Display Ad:</b> <ul style="list-style-type: none"> <li>• <b>Display Ad:</b> 250 W x 325 H (pixels)</li> </ul>	\$50/week	\$100	\$200/mo
<input type="checkbox"/> <b>EP 25 - Event Calendar Icon Ad:</b> <ul style="list-style-type: none"> <li>• <b>IMU Square Pop-up:</b> 250 W x 250 H (pixels)</li> </ul>	\$25/week	\$50	\$100/mo
<input type="checkbox"/> <b>EP 15 - Event Calendar Link:</b>	\$15/week	\$30	\$60/mo
<b>Note:</b> CPM rates \$10 - \$15 per 1000 impressions. Minimum \$2/day. <ul style="list-style-type: none"> <li>• <i>10% discount already calculated in prices if paid-in-full 3 months in advance.</i></li> <li>•• <i>20% discount already calculated in prices if paid-in-full 12 months in advance.</i></li> </ul>			



## DESIGN SERVICES

DESIGN SERVICES <a href="http://www.icresource.com/design_services_CRC">www.icresource.com/design_services_CRC</a>	DESIGN FEES	MONTHLY COSTS	ESTIMATE
<input type="checkbox"/> <b>DS 100 - Resource Center "MyPage"</b> • <b>Features:</b> MyPage, Events Calendar, Blog, Photo Album, Video, RSS Feed	\$75 set-up only (no artwork)		
<input type="checkbox"/> <b>DS 200 - Search "Portal &amp; Landing Page" ("Business" or "Associate" Members Only)</b> • <b>Features:</b> Portal Page, Logo or Photo, Banner or Display Ad, Events Calendar, Blog, Slideshow or Video, RSS or Delicious Feed	\$125 or \$250 set-up (no artwork)		
DESIGN ADVERTISING	DESIGN FEES	MONTHLY COSTS	ESTIMATE
<input type="checkbox"/> <b>DS 400 - Spotlight/Premium Square, Display or Logo</b> • <b>Ad Sizes:</b> 250 W x 250 H or 250 W x 325 H or 250 W x 125 H (pixels)	\$100		
<input type="checkbox"/> <b>DS 500 - Event Flyer Full or 1/2 Page Ad</b> • <b>Ad Size:</b> 500 W x 650 H or 500 W x 325 H (pixels)	\$125		
<input type="checkbox"/> <b>DS 600 - Event or Product/Service Banner Ad</b> • <b>Ad Size:</b> 468 W x 60 H (pixels)	\$125		
<input type="checkbox"/> <b>DS 700 - Resource Topic Banner Ad (Sponsors Only)</b> • <b>Ad Size:</b> 675 W x 90 H (pixels)	\$100		
<input type="checkbox"/> <b>DS 800 - Event Calendar Icon</b> • <b>Ad Size:</b> 250 W x 250 H (pixels)	\$25		
<input type="checkbox"/> <b>DS 1000 - Design Package (Community)</b> • <b>Includes:</b> DS 100, DS 400, DS 500 and DS 600	\$275		
<input type="checkbox"/> <b>DS 1500 - Design Package (Business)</b> • <b>Includes:</b> DS 100, DS 200, DS 400, DS 500 and DS 600	\$350		
<input type="checkbox"/> <b>DS 2000 - Design Package (Associate)</b> • <b>Includes:</b> DS 100, DS 200, DS 400, DS 500 and DS 600	\$475		
		<b>SUB-TOTAL</b>	



**ADVERTISING PROGRAM - MATRIX GRID**

A D V E R T I S I N G  M A T R I X  G R I D	<p><b>SP 100</b> YOUR BANNER AD - 675 W x 90 H pixels  <b>SP 200</b>  <b>SP 300</b></p> <p style="text-align: center;"><b>(800) 640-5947</b></p>	
	<p>BANNER AD - 468 W x 60 H pixels  <b>AD 100</b> (800) 640-5947</p>	<p><b>EP 100 - Event Network Display</b>                  YOUR PHOTO or DISPLAY AD                  250 W x 325 H pixels  <b>(800) 640-5947</b>  <b>EP 50 - Event Broadcast Display</b></p>
	<p><b>EP 75 - Event Network Flyer</b>                  YOUR FULL-PAGE EVENT FLYER                  500 W x 650 H pixels  <b>(800) 640-5947</b></p>	<p><b>AD 400 - Spotlight</b>                  YOUR DISPLAY AD                  250 W x 250 H pixels  <b>(800) 640-5947</b>  <b>AD 200 - Premium</b></p>
	<b>OR</b>	<p>Company LOGO - 250 W x 125 H pixels  <b>(800) 640-5947</b></p>
	<p><b>EP 75 - Event Network Flyer</b>                  YOUR 1/2PAGE EVENT FLYER                  500 W x 325 H pixels  <b>(800) 640-5947</b></p>	<p><b>AD 400 - Spotlight</b>                  YOUR PHOTO or DISPLAY AD                  250 W x 325 H pixels  <b>(800) 640-5947</b>  <b>AD 200 - Premium</b></p>

# Cascadian Resource Center

**From the Desk of John David Van Hove, Founder & Co-Organizer**  
**Re: Advertising Application & Contract**

**Dear Advertiser,**

Thank you for your interest in advertising on the **Cascadian Resource Center** and helping this important regional community resource center be successful! For online information about the benefits of advertising, go to [Advertiser Program](#).

To become an advertiser, fill out this page completely and submit a signed copy via mail or fax to **(866) 583-3039**. Each advertiser has one week (seven days) to return this 1-page signed contract with payment to retain your agreed advertising position unless other arrangements have been made. Contract deadline is one week prior to the start date.

## STEP 1: Apply to Become an Advertiser

COMPANY: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Mailing/Business Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_

Phone: (\_\_\_\_\_) \_\_\_\_\_ WWW: \_\_\_\_\_

Email: \_\_\_\_\_

## STEP 2: Select an Advertising Program, Duration & Ad Size (300 dpi .png or .jpg preferred).

- |  |                               |                               |                                 |   |
|--|-------------------------------|-------------------------------|---------------------------------|---|
| <input type="checkbox"/> Spotlight Ad (AD 400) | <input type="checkbox"/> 1 mo | <input type="checkbox"/> 3 mo | <input type="checkbox"/> Annual | <input type="checkbox"/> _____ W x _____ H (pixels) |
| <input type="checkbox"/> Premium Ad (AD 200)   | <input type="checkbox"/> 1 mo | <input type="checkbox"/> 3 mo | <input type="checkbox"/> Annual | <input type="checkbox"/> _____ W x _____ H (pixels) |
| <input type="checkbox"/> Featured Ad (AD 100)  | <input type="checkbox"/> 1 mo | <input type="checkbox"/> 3 mo | <input type="checkbox"/> Annual | <input type="checkbox"/> 468 W x 60 H (pixels)      |
| <input type="checkbox"/> Event Ad (EP 100)     | <input type="checkbox"/> 1 wk | <input type="checkbox"/> 2 wk | <input type="checkbox"/> 1 mo   | <input type="checkbox"/> _____ W x _____ H (pixels) |
| <input type="checkbox"/> Event Flyer (EP 75)   | <input type="checkbox"/> 1 mo | <input type="checkbox"/> 3 mo | <input type="checkbox"/> Annual | <input type="checkbox"/> Other: _____               |

## STEP 3: Decide on a Payment Method.

- |   |   |
|---|---|
| <input type="checkbox"/> Payment Online via Paypal          | <input type="checkbox"/> Amount Enclosed: \$ _____                          |
| <input type="checkbox"/> Cashiers or Business Check # _____ | <input type="checkbox"/> Check Payable to: <u>Cascadian Resource Center</u> |

## STEP 4: Return this Signed Contract with Payment by Mail or Fax to (866) 583-3039.

As an authorized representative of the Company contracting services described above, I have read and understood the content of this Agreement as set forth here and agree to abide by them. Fax or email transmission of this Agreement and any signatures affixed hereto shall be considered for all purposes as originals. This agreement is for regional advertising on the **Cascadian Resource Center**: Your regional resource center for a green sustainable future! All payments are final. There are no refunds.

\_\_\_\_\_  
Advertiser Signature DATE

*Thank you for being part of this important innovation in social media!*