

## National Association of Regional Councils

### Advertising Opportunities

October 18, 2006

#### **CORPORATE SPONSORSHIP (includes non-advertising benefits)**

##### **Benefits to you:**

All that advertising provides and MORE! Maximize networking opportunities during two major conferences, the Washington Policy in February and Annual in June. Meet face-to-face with would-be clients, have dinner with the Board of Directors and take part in the Executive Directors' reception (for Platinum). Dress up an exhibit where you can showcase your products and services.

##### **PLATINUM @ \$7500**

web page in NARC website  
full page ad in Annual Conference program  
exhibit booth in Annual Conference  
email and newsletter acknowledgment  
4 complimentary registrations to either the Annual, Washington Policy or a combination  
opportunity to be a speaker or panelist  
invitation to Board dinner during Annual Conference  
invitation to Executive Directors reception during Annual Conference

##### **GOLD @ \$2500**

web link in NARC website  
card size ad in Annual Conference program  
exhibit booth in Annual Conference  
email and newsletter acknowledgment  
1 complimentary registration in Annual Conference  
10% off Washington Policy Conference

Be a **Preferred Vendor** - negotiate your package, offer a discount to our members, etc.

#### **WEB ADVERTISING**

##### **Benefits to you:**

Put your company in front of organizations who require your services! NARC members are councils of government made up of multiple local governments working together to serve their communities. They are decision makers and implementers -- local elected officials, business leaders, executive directors, government affairs staff who continuously work to face transportation, environment, homeland security, and economic development challenges.

##### **VISIBILITY**

We'll help ensure your message reaches our audience

##### **ACCESSIBILITY**

Instant connection ... your prospective clients can jump right into your website from ours with just a click

##### **FLEXIBILITY**

If you're looking for something else, we will work with you to develop a package that meets your needs

#### **Home Page - [www.narc.org](http://www.narc.org)**

##### **1 Location:**

Under the "What's News?" Box or on the Side Bar

##### **2 What you get:**

2"h x 3"w space (under) with Logo, Tagline, Contact Info, Link to website  
or 1"h x 2"w space on Side Bar that Links to website

##### **3 How we ensure you get noticed:**

Home page is default page  
eRegions, the bi-weekly newsletter is accessible from the "What's News?" Box  
eRegions is announced by email to the general membership and select partners, with a link to the home page  
Events information and Online Registration are accessible from the "What's News?" Box

##### **4 Your investment:**

\$200/month

Secure space for 10 months, and get 2 months FREE\*

\* Plus, upgrade to Platinum Corporate Sponsorship within the first 6 months, just pay the difference of \$5,500 and enjoy full networking benefits during conferences, an exhibit booth and conference program advertising

## **Main Sections - Development, Environment, Homeland Security, Transportation, eRegions**

### **1 Location**

On the left sidebar, under the menu

### **2 What you get:**

1" h x 2" w space

Logo

Link to website

### **3 How we ensure you get noticed:**

The Main Sections are the portals to issue-specific news, events, and information. Those who visit the sections are looking for details on an issue or event that we've announced via the eRegions, home page, or email blast.

We utilize the sections and inside pages as a billboard to share new information, as well as an archive to preserve old ones.

### **4 Your investment:**

\$150/month/section

Secure space for 10 months, and get two months FREE!

Advertise in a 2nd, 3rd, or 4th section and get a 10% discount.

## **Inside Pages**

### **1 Location**

On the left sidebar, under the menu

### **2 What you get:**

1" h x 2" w space

Logo

Link to website

### **3 Your investment**

\$100/month/page

Secure space for 10 months, and get two months FREE!

Advertise in a 2nd, 3rd, or 4th page and get a 10% discount.

## **eREGIONS ADVERTISING**

eRegions is the bi-weekly newsletter that is sent to NARC members electronically and is also accessible from the website. Members refer to it for Legislative Updates, Program Information (i.e. transportation, environment, economic development, etc), NARC Announcements and Events Information. It is also about NARC members, with features like the "Excellence Exchange," the best practice sharing forum and "In The Spotlight," the member recognition section.

### **1 Location:**

PDF Version: Front page, From the Director section, beside the Contents box

Web Version: Main Section eRegions, Sidebar under menu

### **2 What you get:**

Business card size ad on pdf version

1" h x 2" w space on sidebar of eRegions Main Section on website

### **3 How we ensure you get noticed:**

eRegions is announced by email to the general membership and select partners, with a link to the home page two ways of promotion - via the website, where logo is visible for two weeks and via the pdf file, which is broadcasted to the NARC list

eRegions has a **high pass-on rate** with the Executive Director forwarding the eRegions pdf and link to his or her board members, partner organizations, and staff.

### **4 Your investment:**

\$200/issue

We can tailor-fit a long-term package to suit your needs!

## **CLASSIFIED ADVERTISING**

The classic job search tool in line advertising format on one page that serves as a link to a full page description of the position with a link to your website. Up for 60 days. Accessible from the home page side bar, from the Members Only Section and the Job Opportunities tab from the About NARC tab. Soon to launch: FIND A CONSULTANT page with line ads that link to your website.

### **1 Location:**

Job Postings Page/Find A Consultant Page (soon to launch)

### **2 What you get:**

Line Ad that links to full page/Line Ad that links to website

### **3 Your investment:**

Free for NARC Members, unlimited posting

\$100 for non-members/posting