



Website advertising options

Added value for contributors

You support Wilmington Downtown because it's good business to promote economic development in our community's heart and soul.

As a Private Sector member of our public-private partnership, you can also benefit from the powerful exposure our new, dynamic website can give to your business.

Wilmington Downtown offers its supporters a menu of online links and website ad options.

Choose from:

“Tile” ads that rotate throughout every page.

Anchored tile ads that are placed alongside informational content on any page of the contributor's choice.

“Tower” ads that are placed alongside business listings, in broad categories — shopping, dining, services — or in narrowly targeted sub-categories.

Business logo and live links to website and email addresses for all contributors of \$150 or more.

Contributors: Choose from this menu of web advertising options

- Level 1:** \$150-\$249 Logo and live links with the contributor's business listing.
- Level 2:** \$250-\$349 Logo and live links PLUS *choice of any option with value of 1 Ad Unit.*
- Level 3:** \$350-\$499 Logo and live links PLUS *choice of any options with total value of 2 Ad Units.*
- Level 4:** \$500-\$999 Logo and live links PLUS *choice of any options with total value of 3 Ad Units.*
- Level 5:** \$1,000 & up Logo and live links PLUS *choice of any options with total value of 4 Ad Units.*

Value	1 Ad Unit	2 Ad Units	3 Ad Units	4 Ad Units
Tile ad (200x200 pixels)	Rotating ¹	Anchored ²	Top-Level page ³	Home page ⁴
Tower ad (150x300 pixels)	Sub-category	Main category		
Employment page (600 x 200 pixel space)				Text & art ⁵

¹Rotating tile ads appear randomly on all pages of the website.

²Second-level anchored tile ad may be placed on any page not directly linked from the home page.

³Top-level pages are those linked directly from the home page and the site's main navigation buttons.

⁴Only two tile ad positions available on home page. Available on first-come, first-served basis.

⁵Contributor may place any combination of text and graphics in 600x200 pixel space on employment page.



The higher-value options anchor ads on the highest-traffic pages. See examples on additional pages.

Basic business listings are provided at no cost for all Downtown businesses. They include address, phone number and locator map, and are indexed by business categories.

Website and email addresses are listed, as clickable links, for all contributors at Level 1 and above.

Ads run during the entire fiscal year (July-June) for which contributions are made.

Ads anchored to specific pages are available on a first-come, first-served basis, determined by when pledges are paid.