



Online Advertising Packages

What You Can Do Now!

WGMD 92.7 FM is proud to offer our NEW Online Advertising Management System which allows you to place your ads on WGMD 92.7 FM's Website!

WGMD has created a number of advertising positions within the layout of the website where you may place your own banner images. A collection of advertising packages have also been created to make your campaign creation easy - and cost effective!

In addition to the banner images you can place on our website, the WGMD Business Directory allows you to advertise online as well. You may list your businesses or organization in the WGMD Business Directory for FREE. Or choose to enhance your listing with images, descriptions, website links and more for a small fee!

Increase your advertising return on investment with WGMD 92.7 FM Online Advertising. WGMD Online Gets Results!

Online Ad Space Sizes

Ad Space Name	Width	Height	WGMD Position(s)
Button One	120 px	90 px	user6 / user7 /user8
Button Two	120 px	60 px	user6 / user7 /user8
Full Banner	468 px	60 px	banner / advert1
Half Banner	234 px	60 px	advert2 / advert3
Rectangle	180 px	150 px	user4 / user5
Skyscraper	120 px	600 px	user6 / user7 /user8
Square Button	125 px	125 px	user1 / user2 / user3
Vertical Banner	120 px	240 px	user6 / user7 / user8
Vertical Rectangle	240 px	400 px	right / left
Wide Skyscraper	160 px	600 px	right / left
Sidebar Vertical	200 px	244 px	user9 / user10 / user1

Each advertisement you create to display on the WGMD 92.7 FM Website must meet certain banner image size restrictions. Banner images that do not match these Width, and Height restrictions will be rejected.

The WGMD 92.7 FM Website is designed using specific layout positions where you may choose to display your advertisements. The banner image you create will be placed in a specific layout position. Final decision about the placement of your ad is left to the sole discretion of the WGMD 92.7 FM Online Advertising and Marketing Department.

Create a Campaign and Advertisement

WGMD 92.7 FM provides an easy way for advertisers to create an account and upload their ads. Locate the "Advertise on WGMD" menu and click the "Advertise on this site" or "Packages" link.

If you already have a user account on the website, you will still be required to upgrade to an Advertiser Account, and choose a campaign package.

Once your Advertiser Account is created, you will have access to more Advertiser Only Menu items to manage and improve your advertising performance on WGMD 92.7 FM Website.

WGMD 92.7 FM Online Advertising is done through the use of Campaigns. Each Campaign you create and manage is defined by the type of exposure you require. You may choose from Cost Per Thousand Impressions, Cost Per Click, or Flat Rate based upon a time period.

Your Campaigns may be replenished as more and more visitors view your ad, click your ad to visit your promotion, or as the time period you purchased expires. You may pay for all of your online advertisement campaigns online!

CPM – Cost Per 1000 Impressions

CPM is the price paid by an advertiser for a web site to display their banner ad a thousand times. Each time the banner is shown counts as one impression.

CPC – Cost Per Click

CPC is the cost an advertiser pays to a site each time a visitor clicks on the advertiser's ad.

Flat Rate – Based on time

When you add a Flat Rate campaign, clicks or impressions are counted but don't affect the duration of the campaign; the only thing that counts is the time unit you've selected. For example, if you choose three days, the campaign will be active for three days, then end. You will always be able to see how much time is left for your campaign. Flat Rate campaigns are divided by Days, Weeks, Months or Years.

Create Your WGMD Online Ad

A banner is a graphic image (static, animated, or rich media) most commonly used for brand awareness and generating sales leads. A standard banner uses an image in JPG or GIF format, not Flash.

Enter Details about your Online Ad including a Title, Description, and the Target Website (URL) the visitor will be sent to when they click your ad.

Use the Image Upload tool to save your banner image in your advertiser account. Click Browse to find the image on your computer, and click the Upload button to save the image in your account.

Click the Image Selector to attach your banner image to the ad you are creating. An Image Preview is provided so you can ensure the right banner image is being used for this advertisement.

Edit the Alternative Text to further describe your advertisement.

Finally, select the Advertisement Campaign you will use to track and fund the display of this advertisement.

Click the Save button to finalize and create your ad!

How To Create Your Images (Acceptable Formats)

WGMD Online Advertising banner images are restricted to JPG and GIF format images only. Please export your Photoshop, Fireworks, or Illustrator files as JPG/ GIF format files.

Ensure your banner image is less than 45 KB in size. Banner image above this file size restriction will be rejected. Any rejected banner images may be resubmitted once the file size has been adjusted.

You can download the WGMD Online Ad Creation Kit from our website! Each Creation Kit is full of Template Images you can modify using your favorite images editing tool.

Supported Template files are available for the following editors:

- Adobe Photoshop CS3 and below (PSD format files)
- Adobe Fireworks CS3 and below (PNG format files)
- Adobe Illustrator CS3 and below (AI format files)

Contact the WGMD 92.7 FM Online Advertising & Marketing Department if you require further assistance.

Banner Image Examples

The following WGMD Online Advertising banner images are examples only. Please create your own unique ads for use on WGMD 92.7 FM website.



Button One



Button Two



Full Banner



Half Banner



Rectangle



Vertical Banner

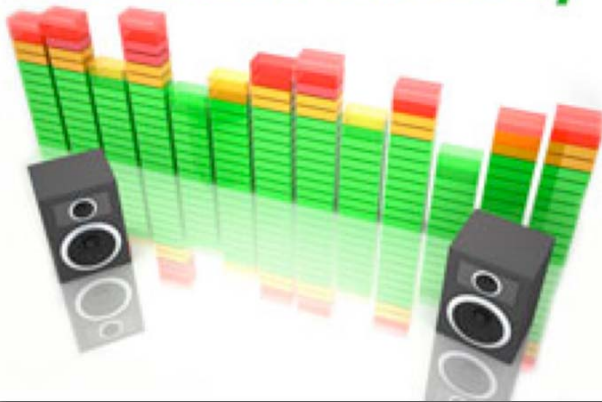


Square Button

**Crank Up Your Volume!
Super Marketing ROI**

**WGMD 92.7 FM
Get's Results!**

**Click Here to Place
Ads Online Instantly**



Vertical
Rectangle

**THIS IS NOT
YOUR GRANDFATHER'S
TALK RADIO!**



**ADVERTISE ONLINE WITH
WGMD 92.7 FM!**

Sidebar
Vertical



**WGMD
Online**

**24/7
News-Talk
Radio**

**Reach
Customers
Every Hour!**

**Advertise on
WGMD
Online
Instantly**

**Click Here
to Begin**



Skyscraper



**Customers Are
Listening...**

**Are YOU
Advertising?**

**Reach More
Customers
Everyday**

**Advertise
Instantly at
WGMD Online**

[Click Here to Begin](#)



**Wide
Skyscraper**

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Any rejected banner
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***Contact the WGMD
92.7 FM Online
Advertising &
Marketing
Department if you
require further
assistance.***

WGMD Template Layout Positions

The Layout and Position Names of the WGMD 92.7 FM Website are as follows:

