- GoBlueRidge.Net Pricing and Placement Packages
- UNEWZ Pricing and Placement Packages
- Find Yosef! ASU Ticket Promotion Pricing
- Glory 1130 Pricing Datasheet
- Rush Limbaugh Spot Pricing Datasheet

High Country Radio: Connecting you with the High Country.

Advertising with High Country Radio Stations and Websites will put your message out to thousands of High Country residents.

Place your message with High Country Radio and let us start delivering customers to you.

Online Banner and Text Ad Requirements and Recommendations

High Country Radio customers can obtain a text or banner ad on any High Country Radio Web page. This page covers the following three topics:

A. Banner ad requirements
B. Banner ad recommendations
C. If you need to develop a banner ad image

A. Banner Ad Requirements

1. Dimensions:

1. The top banner ad size must be a maximum of 320 pixels wide by 60 pixels high.
2. Side banner ads must be a maximum of 230 pixels wide by 60 pixels high.
3. Sponsorship banners must be a maximum of 480 pixels wide by 640 pixels high.

4. File size: image needs to be a maximum of about 24K, for faster download of High Country Radio Web pages
5. Resolution: image must be optimized at 72 pixels per inch
6. Format: image must be either .jpg , .gif or .png format
7. No Faux Functionality

B. Banner Ad Recommendations

You only have a split second or so to catch the viewers attention with your banner ad, everything about your banner ad should be done with need to capture the viewers attention easily and speedily. Although not required, High Country Radio recommends the following to increase the effectiveness of your banner ads:

1. Use a small number of easy-to-read words: You can make the text easier to read by providing: a) large letters, b) few words (maximum of about 10 words)

2. Add the following types of words into your banner:

* "Click here": Add words such as "click here," to clearly let the user know that it's a clickable banner ad.
* main services: Add a few words of text into the banner ad, which describe your services. That way users will be more inclined to click on the ad, since they will know what they are clicking through to.
* organization's name and logo: One of the main goals of a banner ad is for branding your organization. You would want to "brand" your organizations name and main services into the user's mind. This is a different function than clicking thru to your Web site. In fact, banner ads generate less click-thrus traffic than do IHR Description Listings. Consequently, you may want to clearly add your organizations name and logo into the banner.
* short, action-oriented statements: If you write a full sentence in your ad banner, then users will be forced to read the entire sentence in order to understand the meaning. This takes too long. Instead, create short statements that will hopefully capture their attention (as you might see in print ads), for example "national expert" or "Excellent success rates."
* Attention grabber: Feel free to pose an attention getting question in the banner ad, but try to keep it relatively objective.

3. Create good contrast between the words and the background color: This will make the words easier to read.

Feel free to contact High Country Radio if you have any questions.

C. If You Need to Develop a Banner Ad Image

If you need to develop a banner ad image, High Country Radio would be happy to develop one

for you. Here are the steps:

1. Review other banner ads to help you define what you would like in yours. High Country Radio will be happy to discuss this with you.

2. Email the following to High Country Radio:

* Your banner ad promotional text, using the above guidelines.

* A suggested design scheme which includes logo, colors, and fonts. Ideally we would use the logo, color, and fonts on your Web site.

3. High Country Radio will discuss your input with you and then make the banner ad.

The banner ad typically takes one to three hours to create, depending on whether you supply the images and words, or they are done by High Country Radio. This time includes: discussion of your promotional text and design scheme, creation of the banner ad, and updates based on your feedback. High Country Radio charges $65/hour for graphic artist time