

# Web Sponsorship



**NHPTV WEB SPONSORSHIP** provides businesses with an online approach to reaching NHPTV's highly desirable audience.

**nhptv.org** attracts over **175,000 visitors each month**, and of those visitors **nearly 140,000 are unique**. Each unique visitor views an average of 2.6 pages of content per session – that's **a total of nearly 400,000 pages of content viewed!** This allows ample opportunity for your company's message to be seen.

## Benefits

- **Linked logo:** Your linked corporate logo on our website will drive traffic to your company's website.
- **Uncluttered, commercial-free environment:** There are no banner ads or annoying pop-ups on nhptv.org.
- **Call to action:** Promotional copy which has a "call to action" is permitted
- **Maximum visibility:** Your linked logo and message will appear on one of the following of our web pages in a continual rotation:
  - NHPTV Homepage - [nhptv.org](http://nhptv.org)
  - TV Schedules - [nhptv.org/schedule](http://nhptv.org/schedule)

## Skyscraper Ad Pricing

- \$2,500 for three months
- \$4,500 for six months
- \$6,000 for twelve months

## Tile Ad Pricing

- \$1,500 for three months
- \$2,000 for six months
- \$3,000 for twelve months



## Guidelines & Specifications

- **Website SKYSCRAPER ads** (160 x 480 pixels) are positioned below a heading that reads, "NHPTV thanks our supporters" on the outer right-hand edge of the page.
- **Website TILE ads** (180 x 150 pixels) feature a company logo with a link to the company website. Tile ads are placed below the skyscraper ads on the outer right-hand edge of the page.
- Ad links to sponsor's website will open a new web browser window.
- NHPTV, as a community service organization, reserves the right to reject any web sponsorship based on content or images contained on the web ad or sponsor's website.

