



Coloma Lotus Business Council 2021 Membership Application

Apply or renew today! The benefits are many. Network with other business owners in the Coloma-Lotus Valley. Premium listings get top placement in our online business listings plus preferred layout treatment in the next annual Coloma-Lotus Guide. Questions Liz Carr at: coordinator@coloma.com or call (530) 285-0002.

Select Your Membership Plan

Please put a check mark in the box next to your selected plan.

- Basic: \$65/year.** - Listing in directory, includes name, phone & website only.
- Standard: \$100/year.** Adds 15 word description and link to your site.
- Premium: \$150/year.** Adds top placement, 30 word description and web (Premium is prioritized by postmark date).
- Outside Coloma/Lotus Valley:** One-time \$50 application fee. Approval needed by Membership Committee and industry members.
- Renew:** Same listing as last year (no changes).

**Priority Postmark close date is Jan 10th, 2021 via postal service, email or drop at office
Membership dues must be received or postmarked by this date for Priority order.**

Please print & return your application with your check by **February 10th, 2021.**

Payable To: CLBC, P.O. Box 608, Coloma CA 95613.

Business and Contact Information for Listings

Listing Name _____

Website Address _____

Physical location _____

Show your business on our map? Yes No

Telephone number for listing: _____

Category in which you'd like to be listed please circle all that apply from the list on the right. Your 1st category is included in membership – Each additional category is \$30.00 each.

Directory Listing Description Maximum description length Standard is 15 words, Premium is 30 word. Print additional listing information on a separate sheet, or contact us if you have questions.

Billing Contact Information

Contact Name _____ Title _____

Company Name _____

Billing Address _____

City _____ State _____ Zip _____

Email Address _____

Daytime Telephone _____ Evening Telephone _____

Select from these directory categories:

Activities & Education

Arts, Crafts & Jewelry

Construction Feed Stores & Maintenance

Entertainment

Groceries / Markets

Health & Beauty

Kayak Instruction

Lodging / Campground / RV Services

Organizations

Outdoor Recreation / Retail Shopping

Photography

Professional Services

Restaurants

Wedding & Events

Whitewater Rafting

Wineries & Breweries

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**CLBC Office Notes -  
Membership: \$ \_\_\_\_\_**

**Additional Category:  
x \$30 each \$ \_\_\_\_\_**

**Print AD \$ \_\_\_\_\_**

**Online AD: \$ \_\_\_\_\_**

~~~~~  
Total Due \$ _____

~~~~~  
**Payment: \$ \_\_\_\_\_**

**Postmark date: \_\_\_\_\_**

**Check #: \_\_\_\_\_**



## Coloma Lotus Business Council 2021 Coloma-Lotus Print Guide Advertising

**For advertising information email:**

Liz Carr - [coordinator@coloma.com](mailto:coordinator@coloma.com) or call (530) 285-0002.

Be part of our full-color, newspaper-sized, multi-page visitors' guide! We plan to have 15,000 papers, printed on high-quality, uncoated paper, in and around the Coloma-Lotus Valley, Placerville and visitors' points beyond. We'll be resupplying key points throughout the summer and into the fall/winter season. The paper features articles on business and history in the valley as well as a directory of members. A map in the centerfold shows the locations of our business members. We border the map with business-card-sized ads with a maximum of **7 business cards** on this page and are prioritized by postmark date.

1/4 page 4.75" x 7.25"

*You may either supply your digital, camera-ready artwork, or contact and hire our designer, Betty Sederquist, to build your ad. Contact Betty at: (530) 626-0985 or [betty@sederquist.com](mailto:betty@sederquist.com).*

1/8 page 4.75" x 3.6"

| Rates:                                | <u>Basic</u> | <u>Standard</u> | <u>Premium</u> |
|---------------------------------------|--------------|-----------------|----------------|
| Discount based on membership level:   | 0%           | 10%             | 20%            |
| Full Page 10" wide x 15" tall:        | \$800        | \$720           | \$640          |
| Half Page 10" wide x 7.25" tall:      | \$600        | \$540           | \$480          |
| Quarter Page 4.75" wide x 7.25" tall: | \$400        | \$360           | \$320          |
| Eighth Page 4.75" wide x 3.6" tall:   | \$250        | \$225           | \$200          |
| Map Page/Business Card Size 3.3" x 2" | \$175        | \$157.50        | \$140          |

Map Page/Business Card Size 3.3" x 2"

Map Page business card limit is 7. First 7 received will be on map page others will be placed through out the guide.

Ad deadline is February 10th, 2021  
To qualify for the ad discount your payment for ads must be received in full by February 10th.  
All ads are subject to approval by CLBC.



# Coloma Lotus Business Council 2021 Coloma-Lotus Print Guide Order Form

**For advertising information email:**

Liz Carr - coordinator@coloma.com or call (530) 285-0002

**Deadline: February 10<sup>th</sup>, 2021**

\_\_\_\_\_ is purchasing an ad in the **2021 edition** of The Coloma-Lotus Guide.

**Name of Business** \_\_\_\_\_

**Ad Size (include number of ads):**

- |                                          |       |                                           |       |
|------------------------------------------|-------|-------------------------------------------|-------|
| ___ Full Page 10" wide x 15" tall:       | \$800 | ___ Eighth Page 4.75" wide x 3.6" tall:   | \$250 |
| ___ Half Page 10" wide x 7.25" tall:     | \$600 | ___ Map Page/Business Card Size 3.3" x 2" | \$175 |
| ___ Quarter Page 4.75" wide x 7.25 tall: | \$400 |                                           |       |

PLEASE USE SAME AD GRAPHICS FROM LAST YEAR WITH NO CHANGES

**Total Ad Price** See page 2 for discount pricing (Payment must accompany order): \_\_\_\_\_

**Date Paid:** \_\_\_\_\_

**Telephone:** \_\_\_\_\_

**Individual authorizing ad:** \_\_\_\_\_

Please Print

**Signature** \_\_\_\_\_ **Date** \_\_\_\_\_

**TERMS AND CONDITIONS:**

Publisher (Coloma Lotus Guide and the Coloma-Lotus Business Council) reserves the right to refuse or edit any advertisement and to insert the word "ADVERTISEMENT" on ads that simulate editorial copy. The Publisher's liability for an error shall not exceed cost of space occupied by the error, and the Publisher is responsible only when the error is an oversight of the Publisher. In no case shall the publisher be liable for any general, special or consequential damages. Advertiser agrees to protect, indemnify and hold harmless the Publisher, its officers, employees and independent contractors, against any and all liability, loss or expense, including attorney's fees, arising from claims of unfair trade practices, infringement or trademarks, trade names or patents, violation of rights of privacy and infringement of copyright and proprietary rights, unfair competition and libel and slander, which may result from the publication of any advertisement by the Advertiser in any publication by the Publisher. The Publisher will not be liable for non-insertion of any advertisement beyond the amount prepaid for such advertisement. All claims for adjustments must be made within 30 days of the publishing date of the ad in question.

**GENERAL RATE POLICY:**

Please print & return your application together with your check by **February 10<sup>th</sup>, 2021**.

Payable to: **CLBC, P.O. Box 608, Coloma CA 95613.**

# Coloma Lotus Business Council

## 2021 Online - Coloma.com & TheAmericanRiver.com Advertising

**For advertising information email:**

Liz Carr - coordinator@coloma.com or call (530) 285-0002.

### Banner Advertising on Coloma-Lotus Websites

Every month 10,000-20,000 unique visitors visit the Coloma.com and TheAmericanRiver.com websites. You can take advantage of this highly-targeted traffic by placing your advertisements on either or both of these two sites.

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#### 1. Choose the Website

**Coloma.com** attracts tourists looking for Gold Country wineries and B&Bs, history buffs and other visitors to Marshall Park, and people who enjoy outdoor recreation in our parks and on our trails. **TheAmericanRiver.com** attracts whitewater rafters and kayakers, conservationists, and people who enjoy the three forks of the American River for their trails and beauty. You can advertise on either or both.


#### 2. Choose the Ad Size

Maximum ad width is 150 pixels. The following samples represent the available sizes. (The actual size will depend on the viewer's monitor resolution.) The prices shown are based on the height of the ad spot, and each price is for one ad spot for the year. Learn more about ad spots in step 3.

Current Coloma-Lotus Business Council members with Standard and Premium memberships qualify for ad discounts. Standard Members receive 10% off & Premium Members receive 20% off the total cost of the ad.



150px by 150px  
\$150 per ad spot



150px by 120px  
\$120 per ad spot

**\$400 more for static ad**

**\$200 more for static ad**

#### 3. Decide How Often Your Ad Should Display

Each time a web page on Coloma.com or TheAmericanRiver.com is displayed, several ads are randomly chosen and displayed on that page (there are no ads on the home pages). So if you purchase a single ad spot, over time your ad will appear on all non-home pages of the website. To cover both websites, purchase a spot on both sites. To increase the view frequency, you can purchase more ad spots on either or both sites.

You now also have the option to make your ad a **static ad**, which means that it will appear in one of the top 3 positions on your page of choice every time that page is refreshed. For the 150x120 (smaller ad sizes) costs an additional \$200 per static ad spot, and for the 150x150 (larger ad sizes) costs an additional \$400 per static ad spot. Please request which website, and which webpage you would like the static ad featured on. There is a limit as to how many static ads can be listed on a page.

## 4. Send In Your Order!

Fill out the attached order form and figure the cost for a single ad. For example, a single 150px by 150px ad for one year will cost \$150. If you want the ad to appear twice as often, multiply the ad spot fee by two. Thus 2 x \$150 equals \$300. And so on.

## Creating the Ad

Design your ad to be attractive and get attention without being garish. Be sure the text is large enough to be legible at the size of your ad space. If you're not comfortable with Photoshop or other design tools, we suggest using a graphic designer to prepare your ad..

Here's the fine print:

- You must provide "web-ready" graphics: JPEG, PNG or GIF format only.
- Animated GIFs are not allowed, nor are Flash animations.
- Maximum file size is 30kb. (Smaller file sizes mean quicker page displays.)

## Questions?

If we can answer other questions or help you in deciding what will work best for your business, or if you want assistance in developing your ad, please contact us at [coordinator@coloma.com](mailto:coordinator@coloma.com) or call (530) 285-0002.



# Coloma Lotus Business Council 2021 Website Advertising Order Form

For advertising information email:

Liz Carr - coordinator@coloma.com or call (530) 285-0002.

**Online Ad deadline February 10<sup>th</sup>, 2021**

## Name of Business

is purchasing (insert number) \_\_\_\_\_ banner ad spot(s) on **Coloma.com** at \_\_\_\_\_ size.

is purchasing (insert number) \_\_\_\_\_ banner ad spot(s) on **TheAmericanRiver.com** at \_\_\_\_\_ size.

PLEASE USE SAME AD GRAPHICS FROM PREVIOUS YEAR(S) WITH NO CHANGES

Ad Title (this will show up when a visitor hovers over the ad)

Link to website page: http:// \_\_\_\_\_

Business Address: \_\_\_\_\_  
Street

City/State/Zip \_\_\_\_\_

Telephone: \_\_\_\_\_

Individual authorizing ad: \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

### TERMS AND CONDITIONS:

Publisher (Coloma Lotus Guide and the Coloma-Lotus Business Council) reserves the right to refuse or edit any advertisement and to insert the word "ADVERTISEMENT" on ads that simulate editorial copy. The Publisher's liability for an error shall not exceed cost of space occupied by the error, and the Publisher is responsible only when the error is an oversight of the Publisher. In no case shall the publisher be liable for any general, special or consequential damages. Advertiser agrees to protect, indemnify and hold harmless the Publisher, its officers, employees and independent contractors, against any and all liability, loss or expense, including attorney's fees, arising from claims of unfair trade practices, infringement or trademarks, trade names or patents, violation of rights of privacy and infringement of copyright and proprietary rights, unfair competition and libel and slander, which may result from the publication of any advertisement by the Advertiser in any publication by the Publisher. The Publisher will not be liable for non-insertion of any advertisement beyond the amount prepaid for such advertisement. All claims for adjustments must be made within 30 days of the publishing date of the ad in question.

### GENERAL RATE POLICY:

Please print & return your application together with your check by **February 10<sup>th</sup>, 2021**.

Payable to: **CLBC, P.O. Box 608, Coloma CA 95613.**

### Ad Prices

\_\_\_ \$40 for graphic processing  
(new/changed ads only)

### Size for rotating ads

(please check one):

\_\_\_ 150px by 120px (\$120/spot)

\_\_\_ **Static AD** 120px + (\$200/per spot)

\_\_\_ 150px by 150px (\$150/spot)

\_\_\_ **Static AD** 150px + (\$400/per spot)

For your **Static Ad** only - which site & page do you want it to be set on? Please tell us below.

Website: \_\_\_\_\_

Webpage: \_\_\_\_\_

\$\_\_\_\_\_ **AD TOTAL ENCLOSED**

(Payment must accompany order; see step 4, previous page, for calculating total)