

Purchase Banner Advertising on GreatSmokies.com

Chamber of Commerce members may purchase 12 months of clickable banner advertising on GreatSmokies.com providing exposure beyond their business listing. Ads rotate in random order on the website's 25 most popular pages and are viewable on all devices – desktop, tablet and smartphone. The cost is \$600 prepaid; limit one 12-month campaign per member business.

Audience — The website had 700,000 visitors to the site in 2019, resulting in 1.3 million page views.

Campaign — Each campaign is 12 months duration. The program begins January 1.

Cost — The cost is \$600 prepaid, limit one 12-month campaign per membership business. If a member has multiple businesses (with different websites), each business may advertise. Banner art creation is available for an additional \$50.

Payment — Visit GreatSmokies.com/chamber-store/ to pay by credit card or your PayPal account.

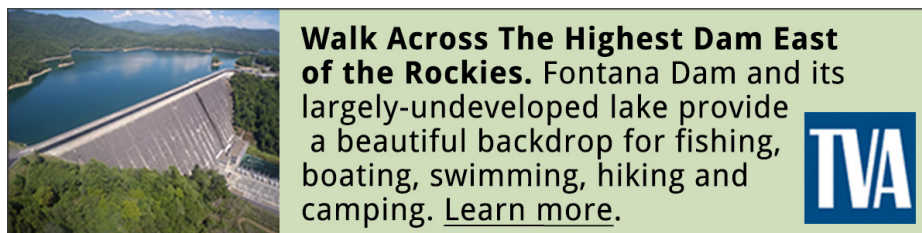
Visibility — Ads will appear randomly on the 25 most visited pages on the website. Only one ad per page. Ads will not appear on the home page.

Position — Ads will appear near the top of the page on all devices.


Limitations — The program is limited to 25 advertisers. The currently running PSA demo ads (below) will be removed once the paid campaigns begin.

Demo ads

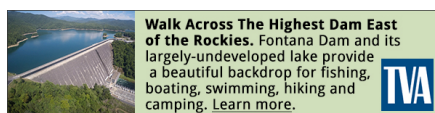
For the past few weeks, we've been testing the banner ad program with these non-commercial ads which also serve as design examples.



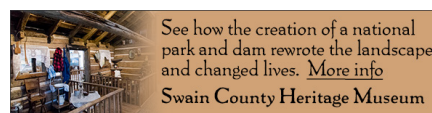

Walk Across The Highest Dam East of the Rockies. Fontana Dam and its largely undeveloped lake provide a beautiful backdrop for fishing, boating, swimming, hiking and camping. [Learn more.](#)



Desktop example

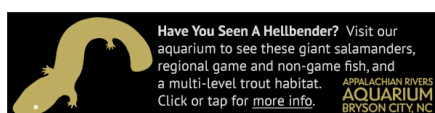


Walk Across The Highest Dam East of the Rockies. Fontana Dam and its largely undeveloped lake provide a beautiful backdrop for fishing, boating, swimming, hiking and camping. [Learn more.](#)




See how the creation of a national park and dam rewrote the landscape and changed lives. [More info](#)
Swain County Heritage Museum

Smartphone examples



Have You Seen A Hellbender? Visit our aquarium to see these giant salamanders, regional game and non-game fish, and a multi-level trout habitat. Click or tap for [more info.](#)



APPALACHIAN RIVERS
AQUARIUM
BRYSON CITY, NC



What Would You Like To Catch Today?
Try your luck fishing in one of our county's four rivers, dozens of mountain streams and the deep waters of Fontana Lake. [Learn more.](#)



Reporting — Activity reports will be provided near the end of the 12-month campaign. Reports will include impressions and click-thrus to advertiser url.

Ad format — 600 x 150 pixel JPEG banner ad. Typography and other readable elements should be large enough to be read on a smartphone. (more below)

Ad materials: 2 options — 1) Businesses may submit their own ads, with approval. 2) There is a small (\$50) charge for creating a banner ad, providing the content (text and images) is supplied. The ad will be the property of the advertiser.

Suggestions for banner ad preparation — More than half of our website viewers (about 67%) visit GreatSmokies.com on a mobile device.

It's important to remember that full-size ads on a computer browser may be as small as 2.25" wide on a smartphone, so prepare your banner ad with that in mind.

Depending on the size of your visual and/or logo, we recommend having no more than 20 to 25 words in your ad. Write an ad that simply describes your most competitive feature. There's no need to include your address, email, website or phone number. The goal of your banner ad is to get viewers to click over to your website.

For more information or to submit your ad, contact

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