

Danville Business Alliance Website Advertising Guidelines

The purpose of advertisements on the Danville Business Alliance's website is to promote:

- Downton Danville businesses
- DBA events
- Events sponsored by partner civic organizations that have a downtown Danville component (MARC, Columbia Montour Visitors Bureau, Danville Arts Council, Borough of Danville, etc.)
- Arts and culture happenings in Danville
- Special events hosted by Danville businesses that encourage commercial activity in the downtown business district

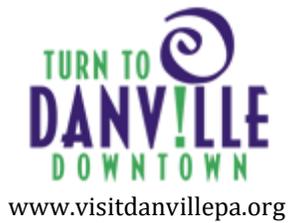
Advertisements on the DBA website can appear on the following pages:

- Holiday Festivities
- Calendar
- Membership Directory
- Membership Map
- Dining
- Arts & Entertainment
- Shopping
- Recreation
- Services



Advertising Guidelines

1. DBA members at the Silver level can post one free advertisement per year for up to 30 days. DBA members at the Gold level can post two free advertisements per year for up to 30 days each.
2. Banner advertisements are \$150 for up to 30 days. Payment is required at time of submission.
3. All requests for banner advertisements must be accompanied by a completed application and the required fee.
4. All advertising requests will be reviewed for completeness and appropriateness.
5. The Danville Business Alliance reserves the right to modify or decline any advertising application.
6. Advertisements can be submitted up to a year in advance of an event.
7. Advertisements must be submitted at least 15 business days prior to the campaign start date.
8. Advertisements may take up to 5 business days to appear online.
9. Advertisements must promote events that occur in and around the downtown Danville business district.
10. Yard sales, craft bazaars, raffles and other fundraisers are not eligible.
11. Advertisements must not contain content which is political, religious, or controversial in nature.
12. At the discretion of the DBA Social Media Subcommittee, information might also be shared across DBA Instagram and Facebook accounts.



Instructions

1. Go to www.visitdanvillepa.org/sponsor
2. Click +Website Advertising and Event Calendar to expand the section.
3. Click the link to the website advertising form.
4. Upload your complete advertisement and submit your payment. Only online submissions will be accepted.
5. The image you upload must be either 306x400 pixels or 306 x 150 pixels. No other size or image will be accepted.
6. The DBA does not take responsibility for fixing distorted or low resolution images. Poor image quality will result in posting delays or rejection.