

www.stocktongov.com

The Official Website of the City of Stockton, California USA



Advertise today on
www.stocktongov.com
 and reach over 3,000 people
 each day for less
 than a penny per impression!

Established in 1998, the City of Stockton
 website received over
 17.9 million hits in 2002.

Contact the City's Webmaster at
209.937.8848 or
webmaster@ci.stockton.ca.us
 to reserve your space today!

Sponsorship/Advertising Rates

Website sponsorships are available in 4 different sizes, for 3, 6 or 12 months.

	3 months	6 months	12 months
Patriot	\$154	\$282	\$573
Hero	\$308	\$564	\$1,025
Champion	\$462	\$846	\$1,538
All American	\$615	\$1,128	\$2,050

Non-Profit rates:

Non-profit 501(c)(3) organizations will receive an additional month for each package purchased.

Website & Channel 97 Combination

Discount: 10% off the total price



Sample Webpage and ad sizes

Today's Date _____
 Name of Business _____ Ad Agency (if applicable) _____
 Contact Name _____ Phone _____
 Mailing Address _____ Fax _____
 Website _____ Email _____

Check ad size: Patriot Hero Champion All American
 Check ad term: 3 months 6 months 12 months Check # _____

I agree to the terms and conditions of the sponsorship program (*signature*)

Please make your check payable to: City of Stockton. **Send completed form and check to:**
 Webmaster, City of Stockton, 425 N. El Dorado Street, Room 301, Stockton, CA 95202

Rates effective July 1, 2003. Rates subject to change.

City Use only: Date form/check received _____ Actual start date _____ End Date _____

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THE OFFICIAL WEBSITE OF THE CITY OF STOCKTON, CALIFORNIA USA

The City of Stockton offers **commercial sponsorships** to businesses who wish to be seen on the City's official website. Sponsorship funds are dedicated to improving the website, adding more interactive customer service features, and showcasing all that Stockton has to offer.

Established in 1998, **the City of Stockton's website received over 17.9 million hits in 2002**. In just the first quarter of 2003 (Jan - March), the website received nearly 5.5 million hits. **The average number of daily visitors for the first quarter of 2003 was over 3,000**. The site contains information on virtually every aspect of Stockton, and it provides links to a wide variety of informational websites. Log on today for more information!

TERMS AND CONDITIONS FOR SPONSORS

Sponsorships A municipal government website is available to anyone surfing the Internet. Government sites are unique. Visitors expect the site to offer specific, accurate information. With that in mind, the City has a responsibility to insure that sponsorships are sensitive to a diverse customer audience.

Specifications for Art Work & Responsibility for Sponsorships The City of Stockton's Webmaster shall be responsible to insure that all specifications are met for the design, placement, updating and removal of all sponsor ads from the Website. The City is responsible for creation of sponsor ad for website, unless the sponsor provides the ad. Sponsor shall submit logo, graphics, and text in electronic format by means of e-mail to the City's Webmaster for use. The sponsor also may give permission to the Webmaster to copy its advertisement from another website. Ads will not include animation unless agreed to by the sponsor and City of Stockton.

Payment, Special Charges, and Agency Commission Website advertisements must be paid in advance. An ad will be placed on the website within three (3) business days of artwork approval by client. The ad will be available for approval within seven (7) business days from the date the contract is signed, paid, and received by the Webmaster. A 15% agency discount is offered to recognized advertising agencies only. There is no refund for ads cancelled prior to the end date of the contract term.

Space Availability & Placement The number of sponsorship(s) sold per web page shall be dictated by the size of the ad. Advertisements will not exceed the length of information on a page. Sponsors may request placement on a specific page, however specific page placements cannot be guaranteed for the length of the contract. Requests will be honored based on availability.

Acceptable Sponsorship Standards and Placement Acceptable sponsorships shall be appropriate to all regardless of age, sex, ethnic origin, gender, or other factors. Unacceptable sponsorships contain nudity/pornography, adult and/or hate language, tobacco, alcohol, or similar materials, and will be strictly prohibited. Because the purpose of the City of Stockton website is to provide information to the public regarding City of Stockton services and structure it is considered a non-public website. The City of Stockton is making ad space available, for a fee, to raise funds for website improvement. As such, the City of Stockton reserves the right to make space available to paid advertisers who meet sponsorship standards. The detailed sponsorship policy is available upon request.

Disclaimer The City of Stockton does not warrant or make representations or endorsements as to the quality; content, accuracy; or completeness of the information, text, graphics, links, and other items contained on this server or any other server. Such materials have been compiled from a variety of sources, and are subject to change without notice from the City of Stockton as a result of updates and corrections. Commercial use of the materials is prohibited without the written permission of the City of Stockton. All service marks and trademarks mentioned herein are the property of their respective owners. Some of the links on City of Stockton webpages may lead to resources outside the City of Stockton municipal government. The presence of these links should not be construed as an endorsement by the City of Stockton of these sites or their content. The City of Stockton is not responsible for the content of any such external link. Communications made through e-mail and messaging systems shall in no way be deemed to constitute legal notice to the City of Stockton or any of its agencies, officers, employees, agents, or representatives, with respect to any existing or potential claim or cause of action against the City or any of its agencies, officers, employees, agents, or representatives, where notice to the City is required by any federal, state or local laws, rules, or regulations.

CONTACT Webmaster@ci.stockton.ca.us, 209.937.8848

TO RESERVE YOUR SPACE TODAY!

WWW. stocktongov. com