Boost Your Business with a Cost-Effective Website Banner Ad!

Website banner advertising offers several key benefits for businesses looking to enhance their online presence, attract new customers, and improve marketing efficiency. Here's why banner ads are a smart investment:

1. Increased Brand Visibility

- Your business gets continuous exposure to website visitors.
- Banners remain visible on key webpages, keeping your brand top-of-mind.
- Helps reinforce brand recognition among local customers and potential clients.

2. Drives Targeted Traffic to Your Website

- Banner ads can include clickable links that direct potential customers straight to your site.
- Increases engagement and potential conversions from interested visitors.
- Can be strategically placed on relevant pages to reach your ideal audience.

3. Enhances SEO & Online Presence

- Many website ads come with backlinks to your website, which boost search engine rankings
- Increased website traffic signals search engines that your business is relevant.
- Helps improve domain authority, making your site more visible in local searches.

4. Cost-Effective Marketing

- Often more affordable than traditional advertising (print, radio, TV).
- A single banner ad can generate leads 24/7 without ongoing effort.
- Flexible pricing options, including monthly or yearly placements.

5. Measurable Performance & ROI

- Track clicks, impressions, and engagement to measure ad success.
- Easily adjust messaging, design, or targeting to improve results.
- Unlike print ads, you can see real-me performance metrics.

6. Strengthens Local Business Presence

- Helps businesses connect with local customers, visitors, and other businesses.
- Reinforces community engagement and trust.
- Great for promotions, seasonal offers, and ongoing brand awareness.

7. Complements Other Digital Marketing Efforts

- Works alongside social media, email marketing, and search ads.
- Keeps your business visible to potential customers at multiple touchpoints.
- Encourages repeat visits and customer retention.

Conclusion: A Smart Investment for Your Business

Website banner ads are a low-cost, high-impact marketing tool that can help increase traffic, improve SEO, and drive more business. Whether you're a local shop, restaurant, or service provider, online advertising ensures your brand gets noticed all year long.

Don't Miss Out! Secure your spot today!
For more details, contact Shari Ponllo at the WNG Chamber office 847-446-4451

Winnetka Northfield Glencoe Chamber of Commerce Website Banner Advertisement Opportunities

MembersOnly

2026-27

Business Directory Search
141,243
Event Calendar Searches
1,039,208
Average Monthly Impressions
17,000

Advertising Rates

Business Directory Search Page
$75/Mo
Event Calendar Page
$75/mo
(Quarterly & annual rates available)

To reserve your space:

Company Name _____

Contact Name _____ Phone _____

Email _____ Month(s) Preferred: _____

Total Cost $_____ All fees must be paid before display date(s).

Mail check payable to the WNG Chamber of Commerce, 841 Spruce St, Winnetka, IL 60093; or use credit card:

Visa/MasterCard ONLY _ _ _ _ - _ _ _ _ - _ _ _ _ - _ _ _ _

Exp. _ _ / _ _ v-code _ _ _

If any questions: Phone (847) 446-4451; Fax (847) 446-4452; Email wngc@WNGchamber.com.

Banner Specifications

Default Banner Ad Size - 960 x 120 pixels

Format – .gif, .jpg, or .png

- The file name should have no special characters, or spaces in the name, and have a short
- file name.
- Try to load images that are close to the suggested size for the best results.
- Files must be submitted with a resolution of 300 dpi for color and grayscale images.

Rotation – Up to 5 banner ads per page. Ads will display every 4.5 seconds.

Page Location Option – Embedded in Header