

Advertise Your Site!

LarMar Enterprises, Inc

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We offer a proven advertising program that will provide your site immediate visibility, significant increase in traffic, and instant sales leads from the very first day of your contract. Our standard package includes a listing on two high traffic fundraising directories offering complementary but significantly different information to fundraising groups. Advertisers receive regular sales leads from both sites.

Instant Exposure: During 2011 our two sites had a combined monthly average of over 84,000 unique visitors; 105,000 visits and 417,000 page views. All three categories are up over 10% in 2011. While visitors include all types of fundraising groups, the majority are school groups, sports teams, church groups, day cares, animal welfare, and other organizations who use fundraisers to help support their programs. *Could your site benefit from this exposure?*

Search Engine Visibility: If you haven't done so already, we recommend that you do a Google search for the primary search terms used by fundraising groups: fundraising, fund raising, fundraiser, fund raiser, fundraising ideas, fund raising ideas, do-it-yourself fundraising, DIY fundraising, fundraising companies, fund raising companies, fundraising products and/or fund raising products. It will be rare that one or both of our sites is not on the first page of your search results (fundraising-ideas.org or fundraisingweb.org). You will find similar results with Yahoo! and Bing and the other search engines but we focus on Google because it is by far the most popular. *Is your site highly visible for popular search terms?*

Instant Sales Leads: We send our advertisers an average of 230 sales leads each month. The leads are generated through the 'Request For Information' forms on each site and are sent to our advertisers via email as soon as the form is completed throughout the day. Individual sales leads are summarized and sent to our advertisers in text and/or Excel format on Sundays and Wednesdays. This is in addition to the sales leads generated on your own site when they reach you from one of our sites. *What would converting just a few of these sales leads be worth?*

Our Two Sites

Fundraising Ideas & Products Center: Focuses on the specific needs of the most common fundraising groups. The site includes information about advertisers' products and services, an extensive do-it-yourself fundraising collection, organizational listings, and a free monthly newsletter. Includes a listing on the product index page, alphabetical listing by company name, appropriate category page and eight organizational pages. Since 1999, listings have been restricted to a maximum of 100 companies to maintain the highest visibility for current advertisers and to keep from overwhelming the individual requesters for fundraising information. Previous advertisers and companies providing goods or services not currently offered receive first priority when vacancies are available. (<http://fundraising-ideas.org/>)

All Fundraising Companies Directory: Offers the largest selection of fundraising product resources on the Internet. Includes a listing on the appropriate product category page, state/province listing, and alphabetically by company name. The All Fundraising Companies Directory also offers free listings for all fundraising companies who provide a reciprocal link. However, sites that participate in our paid listing program are listed at the top of the category & location listings (above the blue star line), receive sales leads generated from the site, and are eligible to have an icon placed next to their listing. (<http://fundraisingweb.org/>). Paid advertisers are not required to place our icon/reciprocal link on their site.

Facebook: This is pretty new but there are far too many users to ignore. If you have a Facebook account, please visit our page and enter a comment about your companies' products or services. You don't have to be listed on our sites to do so.

<http://www.facebook.com/FundraiserIdeas>

and

<http://www.facebook.com/FundraiserIdea>

Standard Listing Package Fee

Payment Options: \$525.00 for 12 months - \$325.00 for 6 months
Renewal Options: \$500 per year – \$130 per quarter

Optional Advertising Services

Additional product categories are available for an additional \$200 per year – includes both sites. Volume discounts are available (1-4 additional, \$200 each; next 5-10 additional, \$150 each; and \$100 each for those over 10). [The price is half the above for 6-month listings]

Additional location categories are available for an additional \$50 per year – state/province listing only - in the All Fundraising Companies Directory. This allows advertisers who have representatives domiciled in multiple locations to appeal to fundraising groups in their locale. To qualify, the link must be to a specific state/province page that lists the local address. This is only available to advertisers who participate in the standard listing package (above). Additional listings will be included on the regular "parent" invoice. The listings would only be on the geographic listing ... up to 100 words including company name. Our Directory is usually the first non-paid listing when searching Google for state names plus the terms fundraising or fundraiser. [The price is half the above for 6-month listings]

Icon/Logo: A logo or icon will placed next to your listing in the product category, geographic, and alphabetical listings in the All Fundraising Companies Directory for \$50 per year. If you have multiple product listings, the single \$50 charge includes all listings as long as a single icon/logo is used. [Maximum size of 40x40 pixels, 3 K, jpg or gif format] [The price is half the above for 6-month listings]

Banners: Banner placement fee is **\$350 for one year (\$200 for 6 months)** and includes all banner pages on both sites. Rotation is limited to a maximum of 30 banners [468x60, 40K, JPG or GIF format]. Each banner has been displayed an average of 13,000 times each month in the last twelve months. [\[One Currently available\]](#)

The Fundraising Hotline: Monthly email newsletter sent to 27,000+ subscribers. You can view the most recent newsletter at <http://www.fundraising-ideas.org/newsletter/newsletter.htm> and issue availability at <http://www.fundraising-ideas.org/newsletter/advertise.htm>.

- **Standard Icon:** Narrative listing of up to 50 words including company name, one link to advertisers site, highlighted background, and a standard blinking checkmark icon. Text must begin with company name which will be the hyperlink. Standard capitalization and punctuation, i.e., no all capped words, bold/italic text, etc. There is a maximum of four standard icon listings per issue. Prices range from \$40 to \$60 each depending on the issue.
- **Custom Image:** Narrative listing of up to 100 words including company name, up to two links to advertisers site, and advertiser supplied 'custom image' (maximum of 100 x 100 pixels – 20K maximum). Text must begin with company name which will be the hyperlink. Standard capitalization and punctuation, i.e., no all capped words, bold/italic text, etc. There is a maximum of three 'custom image' listings per issue. Prices range from \$75 to \$125 each depending on the issue.

Distributors/Sales Representatives Wanted: Listing describes your product, distributor options and contact information. Included on both sites. Listings can have up to 50 words in addition to company name and contact information, and will contain a link to your web site and/or e-mail address. The fee is \$200 per year. This listing is directed at small fundraising companies and independent sales representatives - not fundraising groups. You can them at <http://fundraising-ideas.org/other/distributors.htm> and <http://www.fundraisingweb.org/listings/distributors.htm>. [\[Currently Available\]](#)

Advertising Image on Home Pages: Available to a single advertiser. Advertiser will provide a 200 x 200 pixel image to be placed in the upper left hand corner of the home page directly under the site header on both sites. Fee is negotiable. [\[Under contract. Current advertiser has first right of refusal at renewal date\]](#)

Pop Under, Home Pages: Available to a single advertiser on the home pages of both sites. Pop code will prevent ad from appearing on top of the home pages. Fee is negotiable. [\[Under contract. Current advertiser has first right of refusal at renewal date\]](#)

Fundraising Tips Page: Available to a single advertiser. A link will be placed on the top of the home pages of both sites. The Fundraising Tips page will have the standard site header and footer but all content will be provided by the advertiser. Fee is negotiable. [\[Under contract. Current advertiser has first right of refusal at renewal date\]](#)

Fundraising 101 Page: Available to a single advertiser. A link will be placed on the top of the home pages of both sites. The Fundraising 101 page will have the standard site header and footer but all content will be provided by the advertiser. Fee is negotiable. [\[Under contract. Current advertiser has first right of refusal at renewal date\]](#)

Fundraising Resource Guide: A single advertiser can have a 2” high, full page width advertisement at the bottom of the Fundraising Resource Guide cover page. This can be a combination of text and graphics, banner, etc. Fee is negotiable. [\[Under contract. Current advertiser has first right of refusal at renewal date\]](#)

Do-It-Yourself Index Page: : A single advertiser can have two 200 x 100 pixel images on the Do-it-Yourself Index Page. One image will be to the far left of the top of the page just under the header. The second will be in the center row of the listings in the middle or closer to the bottom (vertically), whichever is preferred by the advertiser. Fee is negotiable. [\[Under contract. Current advertiser has first right of refusal at renewal date\]](#)

Thank You Page: Available to a single advertiser on the ‘Thank You Page’ that is returned when the Request For Information form is completed on both sites. Approximately 2-4” high, full page width space following our brief Thank You message. Fee is negotiable. [\[Under contract. Current advertiser has first right of refusal at renewal date\]](#)

About Us

LarMar Enterprises, Inc. first entered the fundraising market in early 1996 with the publication of '*LarMar's Fundraising Resource Guide*', a hard copy fundraising resource directory. As soon as the directory was published, it was apparent that a hard copy directory was not sufficient - that it was out of date almost as soon as it was published. This realization resulted in the opening of LarMar's first Internet fundraising resource site in July 1996.

As the popularity of the of the initial and subsequent sites increased, so did the number of companies requesting a listing, raising concerns that too many listings would reduce the value of the listings and sales leads for our current advertisers, and that the volume of responses to requests for information would soon overwhelm the individual requesters. In 1999, we restricted the number of overall companies listed to 100 to control the response volume.

We only provides Internet advertising for fundraising companies. We are not involved in actual fundraising nor do we have a financial interest in any companies listed on our sites.

If You Are Interested In Adding Your Site

Please call or send us an email to LEI@larmar.com to confirm that we currently have a listing vacancy. Sometimes we have a vacancy but don't update our site as quickly as we should. We hope to hear from you soon!

Larry Hollingsworth,
President,
LarMar Enterprises, Inc.