



# 2009 Media Pack

**WNYPolonia.com** is a community portal to promote and help unify online and real world information and resources related to the Polish- American community in Western New York.

From 2001-2004, the concept was developed by a core team of key people in the Polonia community under the support of the Buffalo-Rzeszów Sister Cities organization.

Kentropolis Web Development & Design, a company owned by one of the original team members, took over the project in 2005. Since that time, even with minimal changes in content, traffic has grown, in particular with our business directory.

## **Promotion & Content Development**

Our long-term goal is to expand strategic partnerships with local Polonia organizations for the sharing of content and cross-promotion. This has included spot ads for the site in Am-Pol Eagle over the years.

A portion of profits from this project will be used in support of local Polonia organizations and events.

## **Current Site Traffic**

(Based on 2008 statistics)

**Over 20,000**  
Visits / Year

**Over 12,000**  
Visitors / Year

**16,194**  
Page Views  
per Month Average

The Business Directory is the most viewed section, with over a hundred categories and hundreds of listings.

Traffic comes predominantly from within the United States, with notable traffic from Canada, Poland, and many other countries around the world.

Information provided by:

**KENTROPOLIS Internet Community / Web Development & Design**

[www.KENTROPOLIS.com](http://www.KENTROPOLIS.com) / [www.WNYPolonia.com](http://www.WNYPolonia.com)

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# 2009 Rate Sheet

## *Sponsorship Opportunities*

**Full Sponsorship (1)**  
**\$2500.00 / 1 Year**

Logo and link at top of all pages;  
Mention in any and all correspondence  
and promotional materials;  
free single web page if needed  
or discount on web services

**Primary Sponsorship (1)**  
**\$480 / 3 Months**  
or **\$1200 / 1 Year**

Banner Ad at bottom of all main pages;  
Logo and link on main page

**General Site Sponsorship (6)**  
**\$240 / Year**

Tile Ad on side of main page,  
random ad on all other main pages  
and directory listings

## *Advertising Opportunities*

### **Tile Ad**

**\$16 per 1000 impressions**

Tile Ad randomly displayed on side of main  
pages and directory listings, renewable after  
1000 views by visitors.

**Business Directory Listing**  
**FREE**

**Premier Directory Listing**  
**\$80 / Year**

Listed before free listings;  
Bold listing with small logo

**Category Sponsor**  
**\$180 / Year**

Top Tile Ad at side of page  
(1 sponsor / category)

**“Business Card”  
Pop-up Window**  
**FREE**

(For ads without a site to link to)