



## St. Louis Camera Club Competition Year 2023-2024

The [St. Louis Camera Club](#) (SLCC), established prior to 1914, is one of the nation's oldest photography clubs and we invite you to be an advertising sponsor of our club! We have approximately 200 dues paying members and typically 50 members or more attend our weekly Zoom or in-person meetings. Our competition year runs from September through June of each year, during which time our members compete weekly in print and projected digital formats. The members stay current in the latest technology and trends in photography through our club educational sessions.

You can advertise your business to our members through our web pages and through member email notifications sent by the club newsletter editor. Sponsors have their logo with a link shown on our main home web page which is our most highly trafficked web page. Sponsors also get an ad with a link to their web site on our Camera Club [Sponsor](#) web page.

Members receive newsletter-like emails sent twice every month. Sponsors can opt to have Adobe Acrobat PDF informational messages, such as notices about upcoming sales and classes, placed in six emails to club members during the competition year at no additional cost. Email newsletters are sent on the first and third Friday of each month. The deadline for submission of PDF advertisements with active web links is at least one week in advance of the email newsletter.

### **Requirements for submission of SLCC website and email include:**

- Sponsor cost is \$275 per year
- See the table below for advertisement format requirements
- All ads should be submitted in electronic format
- You may submit color or black and white ads
- Ads for our web pages should be emailed to [brucebackus@gmail.com](mailto:brucebackus@gmail.com), copying our web masters at [admin@jaypoc.com](mailto:admin@jaypoc.com) and [doug.brown.stl@gmail.com](mailto:doug.brown.stl@gmail.com)
- PDF advertisements for our newsletter should be sent to our newsletter editor at [jimdescher@live.com](mailto:jimdescher@live.com)

Please contact us if you have any questions. Thank you!

Bruce Backus  
Sponsorship Committee Chair  
St. Louis Camera Club  
Phone: 314-302-0466  
[brucebackus@gmail.com](mailto:brucebackus@gmail.com)

## Summary of St. Louis Camera Club (SLCC) Sponsor Options and Advertisement Specifications

Benefit	Sponsor
<b>Price per club year</b>	\$275
September through June	
<b>Ad on SLCC Main Home Page</b>	Yes
<p><u>100 pixels</u> horizontal by <u>100 pixels</u> vertical, or less, <u>72ppi</u>, <u>JPEG format</u></p> <p>Provide URL to the web page you want a person to see when the ad is clicked</p>	
<b>Ad on Sponsor Web Page</b>	Yes
<p><u>200 x 200 pixels</u> or less <u>72ppi</u>, <u>JPEG format</u></p> <p>Provide: Name, Address and Phone number and a URL to the web page you want a person to see when the ad is clicked</p>	
<b>Ads in SLCC Newsletter Emails</b>	6 per competition year
<p>Send an Adobe Acrobat PDF file with active URL links to your webpages to: <a href="mailto:jimdescher@live.com">jimdescher@live.com</a></p> <p>Provide information at least one (1) week in advance of the SLCC email newsletter, which are sent on the 1<sup>st</sup> and 3<sup>rd</sup> Friday every month.</p>	