



2026 Member Ads Program

Ads for Aurora Alliance Membership Levels

Membership Level	# of Ads/Frequency	Ad Duration
Engage	0 (Eligible for Purchasing*)	One time in e-newsletter blast <i>or</i> 1 week on the website
Classic	1 E-Newsletter Ad Annually	One time in e-newsletter blast
Connect	1 Website Ad Annually	1 week
Key Stakeholder	2 Website Ads Annually	1 week each
Premier	2 Website Ads Annually	2 consecutive weeks each
Business Catalyst	4 Website Ads (1 per Quarter)	4 consecutive weeks each

The E-Newsletter/Alliance Announcements Ad in the Classic level of membership appears in the ad section of an Alliance email blast. Starting with the Connect level, the benefit is a website ad with the specifications as indicated. All levels are eligible to purchase either kind of ad. Each member is allowed one ad of each kind per quarter.

Ad Sales Program

*Ad Sales (Members Only)	E-Newsletter Ad (Member Creates)	E-Newsletter Ad (Alliance Creates)	Website Ad for 1 Week (Member Creates)	Website Ad for 1 Week (Alliance Creates)
Regular Rate	\$75	\$375	\$100	\$400
Non-Profit Rate	\$50	\$350	\$75	\$375

Ad Specifications

Ad Type	Ad Style	Ad Size (Pixels)	File Types	File Resolution	Max File Size
Website Ad	Banner Ad	900 W x 120 H	RGB; JPG, PNG	72 dpi	10 mb
E-Newsletter Ad	Box Ad	250 W x 250 H	RGB; JPG, PNG	72 dpi	10 mb

Ad Guidelines

- File submitted must be an Ad, not just a logo or business card.
- Follow the specifications for Ad Size and File Type, Resolution, and Max Size.
- The Ad file is due to the Alliance 30 days in advance of publication. Fill out the [E-Newsletter Ad Request Form](#) to submit your request.
- Any required payment must be received in advance of the ad being posted or included in the newsletter.
- The member should create the Ad; if the member requires the Alliance to create the Ad, a design fee as noted in the table will be invoiced.
- Provide a desired click-through link (e.g., website, webpage, social media destination).

Website (Banner Ad) Example



900 W x 120 H

E-Blast (Footer Ad) Example



250 W x 250 H