



SSAM Web Site Advertising

www.selfstoragemichigan.org



As an SSAM member, you have the opportunity to advertise your business on the SSAM web site. Depending on your type of business and your desired customer, you may choose to advertise to consumers with an ad on the main section of the site, or you may reach member businesses by placing an ad within the member section of the site. (If appropriate, members may advertise within both sections).

Homepage Advertising (Ads target consumers)

The main section of the SSAM Web site is visited by consumers who wish to learn more about self-storage, and to locate self-storage facilities in Michigan. A complete database search allows the consumer to search for member facilities by keyword, zip code or radius. There are two options for ad formats in this main section:

Cube ads (graphic ads)

Reach potential customers by advertising on the SSAM Web site. Advertise your business to Michigan consumers who visit the site to find self-storage locations.

- Ad size is 120 x 120 pixels ("cube" ad)
- Ad rotates locations on homepage, within the outside columns
- Ad may link to your Web site or directory listing
- Cost: \$50*/month. Promotional rate valid through December 2008, 6-month contract required.

Classifieds (text ads)

Special online classified ads are a great way to place an employment ad, sell/seek a particular service, buy/sell properties and more.

- Up to 100 words
- Link to classified page from homepage
- Ad may include link to your Web site or e-mail
- Cost: \$25/month. Promotional rate valid through December 2008, 6-month contract required.

Member Section Advertising (Ads target industry members)

The member section of the SSAM Web site is visited by SSAM members (after a secure login) who seek industry or association information. The site includes industry articles, association news, information about upcoming association events and member benefits. There are two options for ad formats in this main section:

Cube ads (graphic ads)

Reach the Michigan self-storage industry by advertising on the official SSAM member Web site. Put your company right in front of SSAM members!

- Ad size is 120 x 120 pixels ("cube" ad)
- Ad rotates locations on main page of members-only section, within the outside columns
- Ad may link to your Web site or directory listing
- Cost: \$50*/month. Promotional rate valid through December 2008, 6-month contract required.

Classifieds (text ads)

Special online classified ads are a great way to place an employment ad, sell/seek a particular service, buy/sell properties and more.

- Up to 100 words
- Appears in member section
- Ad may include link to your Web site or e-mail
- Cost: \$25/month. Promotional rate valid through December 2008, 6-month contract required.

*Additional charge for ad design. Please call 586.752.6381 for a quote (average cost is \$215-\$300 per ad).