

## ADVERTISING FAQ

### **What is GainesvilleConnect?**

The go-to website to learn about Gainesville and Alachua County

### **Who is the audience?**

Residents, new arrivals, prospective employees, residents, start-up companies and investors.

### **Who is directing traffic to the site?**

25 partner organizations and businesses representing Alachua County's top employers and economic development agencies are directing traffic to the site. See the complete list below.

### **Where will my ad appear?**

We work with you to place your ad on pages relevant to your service or product.

### **Do I have to create my own ad?**

We are happy to create your ad. All we need from you are your logo, a couple of images, the text you want to use and your website address. Submit everything easily and efficiently with our online ad form:

AD FORM: [GainesvilleConnect.com/adform](http://GainesvilleConnect.com/adform)

If you wish to create your own ad, just follow these specifications:

- JPG or PNG file format
- Banner ad: 1400 x 385 pixels, width x height or 8 x 2.2 inches, w x h
- Single box ad: 500 x 315 pixels, width x height or 5 x 3 inches, w x h
- Double box ad: 500 x 630 pixels, width x height or 5 x 6 inches, w x h

Ads are created at these dimensions so that when resized for the web the images and text remain sharp. If you have technical or design questions, contact Stewart Thomas at [gainesvilleconnect@gmail.com](mailto:gainesvilleconnect@gmail.com)

### **What payment methods do you accept?**

We accept payment by credit card, PayPal, check or cash.

### **What are your advertising rates?**

Please see the Advertising Agreement Form to see your full range of advertising options.

### **Who maintains GainesvilleConnect.com?**

The need for the service offered by GainesvilleConnect.com was identified through the iG (Innovation Gainesville) community initiative and supported by the 25 partner organizations below. The non-profit organization Florida's Eden developed and maintains the site.

#### **Partner Organizations:**

Alachua County	GTEC: Gainesville Technology Enterprise Center
CIED: Center for Innovation and Economic Development	iG: Innovation Gainesville
City of Gainesville	I2 — Innovation Square
CPPI: Charles Perry Partners, Inc.	Perry Center for Emerging Technologies, Santa Fe College
Florida's Eden	Samuel P. Harn Museum of Art
Florida Innovation Hub at UF	Santa Fe College
FloridaWorks	School Board of Alachua County
FMNH: Florida Museum of Natural History	UF College of Fine Art
GACAR: Gainesville/Alachua County Association of Realtors	UF Office of Technology Licensing
Gainesville Area Chamber of Commerce	UF Performing Arts
GNV: Gainesville Regional Airport	UF&Shands / Shands HealthCare
Gainesville Sports Commission	UF Sid Martin Biotechnology Incubator
	UF Tech Connect