



The City of Monticello currently offers banner advertising in the Monticello Community Center's gymnasium. The cost of the banners in the gymnasium for the first year is \$500, including the creation of a business' banner. The City bills companies for the banners in January for that calendar year. The renewal each year after the initial year is \$400. While this form of advertising has its own benefit and will remain part of our program, the con to this is that once you commit to a banner, they cannot be easily updated or changed. This, however, will not be the case with our new digital displays.

**Our new digital ads system will cost \$800 for 6 months or \$1,500 annually. Ads can be still or motion graphics and will display for 15 seconds in 10 to 15-minute intervals. Additional ad spots can be purchased for \$1,000. If someone wants back-to-back slides for 45 seconds, their new cost would be \$3,500 annually. With our digital display, each ad(s) can also be changed as needed for a \$50 fee. Advertisements will air in three locations: The Monticello Community Center, the DMV building (home to the Monticello DMV offices, FiberNet, the Monticello Chamber of Commerce, and several of MCC's group fitness classes), and Hi-Way Liquors.**

Each ad will display approximately every 10-15 minutes, or four to six times per hour. Therefore, ads will display at least 376 times a week at MCC, at least 186 times a week at the DMV, and at least 308 times a week at the liquor store. Which is a total of 870 chances per week to reach Monticello residents, or approximately 45,000 ad displays in one year.

#### **Operating Hours:**

- **94 hours/week at MCC**
- **46.5 hours/week at the DMV**
- **77 hours/week at HiWay Liquors**

This is a more cost-effective source of advertising for businesses because the average cost of billboards in Wright County price out anywhere from \$348 per 4 weeks for smaller posters to as much as \$5,396 per 4 weeks for large digital billboards. *Source: [Outdoor Advertising Guide](#).* Radio advertising is typically priced by the number of listeners multiplied by the cost per thousand (CPM). While station and market affect the cost, radio advertising often falls between \$200 and \$5,000 per week. *Source: [2<sup>nd</sup> Kitchen](#).* Learn more at [www.ci.monticello.mn.us/575](http://www.ci.monticello.mn.us/575).

***Interested in promoting your business with the City of Monticello? Contact our Marketing & Communications Specialist Haley at 763-271-3202 or via email [haley.foster@ci.monticello.mn.us](mailto:haley.foster@ci.monticello.mn.us).***