

What is the difference between a free listing and a Sponsor Gold Ad?

Ads on WoodenCRATES.org are based on Categories (such as crate manufacturers or wood mills) multiplied by Geographic Zones (such as a states, provinces or in some cases, an entire country). This total equals **Ad Spots,** which is the number of location your listing/ad will appear on WCO and on its satellite sites. In February 2010, 18 new geo-located websites were launched. Your company may appear on one or more of those site based on the information you've entered on The Wooden Crates Organization site. So no matter whether you chose a free listing or a Gold advertisement, please make sure all your information is updated so prospects can find you!

- Free listings appear in a single Ad Spot no matter how many you select in your member control panel. Generally your company appears in the first category and zone selected but this isn't always the case so it's important to only select a single category and zone you want to appear in if you opt for a free listing.
- A free listing includes your company name, address and once clicked on, your phone number.

Mitchell N American Van Lines 119 E 1st Ave Mitchell, SD

• Gold Sponsor ads include a great deal more detail and contact information on your company. Including your logo and fast find icons.

- **Gold Sponsor ads** appear above the free listings and rotate their position.
- Gold Sponsor ads allow you to select as many Ad Spots in as many categories and zones you wish to appear in. Huge discounts for multiple Ad Spots.
- **Gold Sponsor ads** have a *Member Since* indicator showing your support.





CLICK ON THE COMPANY NAME OR LOGO

- Gold Sponsor ads are searchable by search engines, allowing your prospect and customers to find you.
- Gold Sponsor ads include multiple methods for your prospect to contact you: Email, links to your web site, multiple phone numbers.
- Gold Sponsor ads allow you to include hyperlinks to documents, multi-media files and graphics on your own site right from your ad.
- Include a WoodenCRATES.org link on your website and gain the benefit of reciprocal linking between related sites!