



The Cypress Wireless Project

## CyWi, a whole new audience for your business

CyWi is a free wireless Internet network provided to everyone in downtown Salina. The service is supported using advertising by businesses like you. CyWi also provides a unique market that is missed by traditional advertising such as newspapers and television. The page your ad is displayed on is what every CyWi customer sees before getting online. This allows businesses to provide advertising to those who don't have cable TV, newspaper subscriptions, or Internet at their home.

## Affordable advertising, available in basic and premium

CyWi provides multiple plans for advertising service.

- **Basic**, Advertising on the CyWi web portal just \$15/month
- **Premium**, Advertising on the portal, access to our ad designers, and ability to link your ads to a website of your choice for just \$25/month

The Basic package is perfect for businesses that already have an ad ready to launch or are looking for an extremely affordable local web advertising package.

With the Premium package, ad designers are available by phone and email. They have years of experience in graphic design and typography and are happy to help with your design, craft the whole thing for you, or just provide consulting.

Web links work by forwarding customers to the link of your choice after they click on your ad and go online. Popular choice pages to link to are Your company's homepage, Facebook page, advertising flyers, and printable coupons.

**Questions? Contact us:**

**contact@cywi.net — (785) 376-0830**

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# Sizing web advertising up

Below are examples of standard web ad sizes. We decided to use a non-standard size for ads on CyWi, because as you can see below, other ads have much less surface area and pixel volume, and since your ad is the only ad on our portal page, we wanted to give your ad plenty of leg room. Of course if you already have an ad smaller than 400x300, you are free to use it.

**336x280**

**468x60**

**400x300**

**160x600**

In web ads, it's all about surface area and pixel volume, these are some of the largest standard-size ads, yet the highest pixel volume among them is the skinny 160x600 banner at 96,000 pixels. Our 400x300 ad has a pixel volume of 120,000 pixels!

*\*Above ad sizes are only to scale with each other, and should not be interpreted as real-world examples.*

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