



FOR BUSINESS SPONSORS

# DIGITAL SPONSORSHIP INFORMATION SHEET

Everything you need to set up your digital sponsorship  
— and make a difference in your local community



# HOW IT WORKS FOR BUSINESSES

1. **Purchase sponsor spots from your PTA.**
2. **Upload your artwork. See ad specifications below.**
3. **Get quarterly reports from your PTA on your sponsorship performance.**

## Sponsor FAQs

### How do I pay for my ad sponsorship?

You'll receive an email from the PTA with information on how to pay for your sponsor spot.

### How do I upload my banner artwork?

If you already purchased your banner spot(s), upload your artwork at:  
<https://www.memberhub.com/banner-upload>

This packet includes examples of advertisements for your reference. If you need help creating or resizing your ad, email [sponsorships@memberhub.com](mailto:sponsorships@memberhub.com).

### What dimensions are acceptable for placement?

Your upload-ready artwork should be:

- .png or .jpg format; no animations
- 320px wide by 100px tall

Please provide the link to the web address of your choice.

### Can I change my spot during the year?

Yes! Businesses often change their ads for new or seasonal promotions (change fee applies).

### How long will my banner run?

Your banner will run until the PTA's sponsor spot expires (one year from the date the PTA purchased the spot). Check with your PTA for the specific expiration date. If you'd like to renew your spot, please contact the PTA before that date.

### Will my spot run at the top or bottom of the email?

Unless your PTA sells the top banner spot separately, your ad will rotate equally among all spots on the top and bottom of emails. A single banner spot will be rotated and will run in 1/4 to 1/2 of PTA emails. If you purchase four spots, your banner will be displayed in every email, all year long.

## Banner ad examples

