



Dear Potential Website Sponsor:

Chesterfield County/Colonial Heights Crime Solvers offers three venues for citizens to provide information concerning unsolved crimes in, or fugitives wanted by, Chesterfield County and the city of Colonial Heights. Tipsters can call in tips to (804) 748-0660, send a tip through the web at [www.crimesolvers.net](http://www.crimesolvers.net), or Text-A-Tip, by texting the code TIP699 plus the tip to 274637 (C-R-I-M-E-S). Tipsters do so while maintaining ANONYMITY, and if the tip helps law enforcement then the tipster would be eligible for a CASH reward.

The Crime Solvers program is a collaborative effort among law-enforcement, the media and concerned citizens of the community. While law enforcement agencies play an important role in the program's success (more than 6,000 crimes have been resolved since the program's inception in 1984), NO TAX DOLLARS or government funds are used to fund rewards. Chesterfield County/Colonial Heights Crime Solvers, Inc. is a nonprofit, 501 (c)3 organization that relies solely on donations from businesses, civic groups and individuals who believe in our efforts.

This Web Sponsor program is new and designed to benefit both the sponsor and the Crime Solvers program. This sponsor initiative will provide your business the opportunity to advertise on, and link your business to, the Crime Solvers website, [www.crimesolvers.net](http://www.crimesolvers.net). The benefits and statistics for this program are described on the order form, which you are welcome to download from our website and review at your convenience. With the tremendous success of our intriguing, easy-to-navigate website, sponsorship will be worth the time and resources.

Thank you for your consideration.....and remember.....

TAKE THE TIME TO SOLVE THE CRIME

Sincerely,

*Chesterfield County/Colonial Heights Crime Solvers Board of Directors*

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P.O. Box 148 | Chesterfield, Virginia 23832 | Business line 804-748-1278

**HOT LINE (804) 748-0660 | [www.crimesolvers.net](http://www.crimesolvers.net)**



## Website Statistics

	<u>Last full week</u>	<u>Last 30 days</u>
Total Hits for Site: (number of people who visited the site)	653	2,425
Pages Hit per Visit:	5.57	5.53
Average Time on the Site: 3 min. 36 sec.		

Hits Per Page:			
	Home Page:	462	2,223
	Most Wanted:	923	4,328
	Sheriff's Office Most Wanted	316	1,413
	Crime of the Week:	160	904
	Not Seen on TV:	127	519

### Top Landing Pages: (which page are people entering the site)

- Home Page
- Most Wanted
- Crime of the Week
- Sheriff's Office Most Wanted

### Total Website Hits: (last full month on record)

January:     __31,660__	July:           __17,333__
February:    __30,033__	August:        _____
March:        __31,615__	Sept:           _____
April:         __25,559__	October:        _____
May:          __23,988__	November:     __25,332__
June:         __19,052__	December:     __43,914__

## Program Statistics

### Since Program Inception (1984):

Crimes Solved:	6,255
Drugs Seized:	\$898,653
Property Recovered:	\$1,925,803
Tips Received:	24,577
Reward Payments Approved:	\$473,876

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## WEB PAGE ADVERTISING RATES

	Ad Sizes (width x height) 72 res.	6 Month Introductory Rate *	Monthly Rate Thereafter
Button #1	120 x 90 pixels	\$35/month	\$50/month
Half Banner	234 x 60 pixels	\$50/month	\$75/month
Leaderboard	728 x 90 pixels	\$75/month	\$100/month

The above rates are for Crime of the Week, Missing Persons, and Scholastic pages.

Rates for the Crime Solvers Home Page – add \$5

Rates for the "Most Wanted" and Sheriff's Most Wanted" Pages – add \$10

Contracts are automatically renewed in 6 month increments unless cancelled

\* available for original contracts of 6 months or longer

### Miscellaneous:

1. A link to the advertiser's web page is included.
2. The advertiser must provide their logo in .jpg, png or .gif format.
3. Any changes to the original copy will warrant a \$35 charge.
4. On a quarterly basis the advertiser will be provided with the number of hits received on their specific Crime Solvers web page.

### Note:

- The rotating image on the home page (Button #2) is reserved for Crime Solvers major contributors.

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## Order Form

**Ad Size:** Button#1  Half Banner Ad  Leaderboard

**Page:** Home Page  Most Wanted  Crime of the Week   
Sheriff's Office Wanted  Missing Persons  Scholastic Page

**Frequency:** Monthly Rate  6 months introductory  6 month renewal

**Start Date:** \_\_\_\_\_

Name of Company: \_\_\_\_\_ Contact Name: \_\_\_\_\_

Website Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Street Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Email your logo to [learlecs@gmail.com](mailto:learlecs@gmail.com)

Mail completed order form and payment to P.O. Box 148 Chesterfield, VA 23832

