

News of the day.

Contributed by BringBackZezel
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To keep up with our unprecedented growth, we are already in the process of a complete site re-design. We will be installing a new overall site template and as soon as we have decided on forum software we will be installing that as well.

We have also come to some conclusions on generating revenue for the site. As with all websites, there are costs involved with keeping them online. We have decided that we will be using an ad banner on all pages as well as in the right column of the home page. As you'll find on almost all successful sites, ads are a good way of generating revenue, so long as they are not intrusive. Because of this, we will not be installing any pop-up ads or anything that interferes with the enjoyment of the site.

We also firmly believe that this site is a community and not someone's pet project, and as such this site will remain not-for-profit. Any and all revenues that exceed costs will go back to the community in the form of t-shirts, Blues tickets, and possibly even sponsoring a trip to a nearby Blues away game. We also promise to be completely up front and honest about the finances of the site. We're even willing to post current month financials on the front page of the site for all to see. After each month, profits will roll over but not debts. I'm willing to personally eat those simply for the betterment of the community.

One downside is that ad banners don't usually create significant revenue for new sites. This month we have banked a total of \$0.24 in ad revenue, which is more than we did last month. The ad revenue will increase as the traffic to the site increases so the more you participate in the community, the more money the community will make without costing you anything! For the record, currently our monthly costs include \$5 for hosting, \$6.95 for the t-shirt shop.

For revenues, we make \$1 per t-shirt and that whopping additional \$0.24 from ad revenue.

Unlike other failing Blues fan sites, we have chosen not to allow people to purchase their freedom at Est1967.com. Instead we feel that you should be able to speak your mind and not have to worry about being censored because you choose to not financially contribute to the site. That is exactly what makes Est1967.com THE ONLY Blues fan site where fans aren't told how to be a fan. Although other may claim it, Est1967.com is THE ONLY Blues fan site built by fans for fans. We are looking for at least 3 main page contributors for the site. Basically every time there is a new article or news item about the Blues, we would like you to post a small synopsis or excerpt from that article on the home page along with a link to the article or item. If you're interested in joining the staff e-mail me: bbz@est1967.com