



# the Sidewalk

Quarterly Newsletter



**Now  
Printing  
in FULL  
Color!**

## Circulation Over 5600

Direct Mailed to Beaverdale  
Homes and Businesses

## BNA Member Benefits

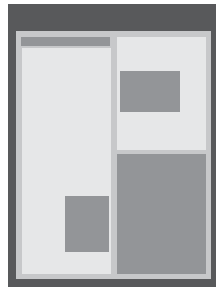
- **Free Ad Design**  
(\$35 ea. for Non-members)
- **Free Copy Changes**  
(\$10 ea. for Non-members)
- **Up to 10% Discount  
on Advertising**
- **FREE Business  
Spotlight**  
(as space permits)

### 2019 Advertising Rates & Sizes

Premium Ad Placement	Price	Dimensions
Inside Front Cover, Full Page	\$1000	8.500w x 11.00h
Inside Back Cover, Full Page	\$900	8.500w x 11.00h
Center Spread, Full Pages	\$1400	17.00w x 11.00h
Full Page Content Sponsorship*	\$600	See standard sizes.

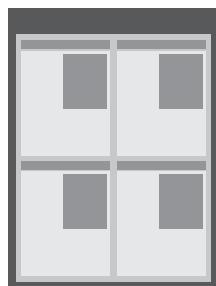
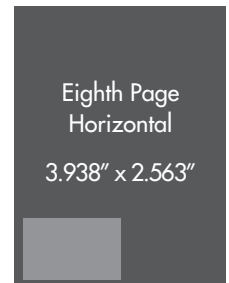
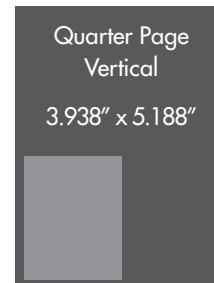
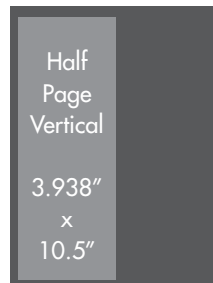
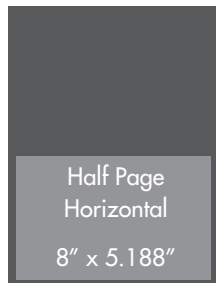
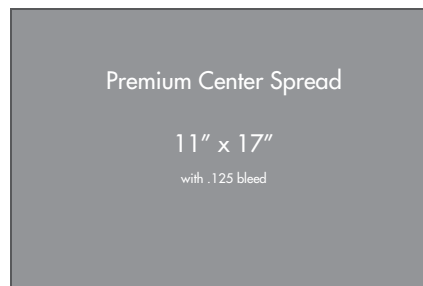
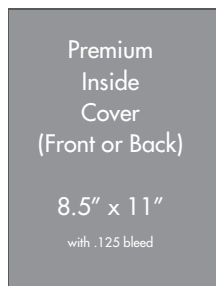
Contributed content must follow BNA Board specified guidelines.  
Content of article, ad and any photos not to exceed a full page.

Standard Ad Placement	Price	Dimensions
1/1 Full Page	\$850	8.000w x 10.50h
1/2 Page Horizontal	\$475	8.000w x 5.188h
1/2 Page Vertical	\$475	3.938w x 10.50h
1/4 Page Vertical	\$240	3.938w x 5.188h
1/8 Page Horizontal	\$125	3.938w x 2.563h



### Premium Full Page Content Sponsor

Now you can take advantage of a unique opportunity to tell your story to your entire neighborhood! Our NEW Premium Full Page Sponsorship allows you to showcase your business with an article written by you, full of engaging, relevant and helpful information. You can also include photos and an ad if you wish, you have the whole page to work with! While the BNA wants to keep our neighborhood newsletter focused on great content, we realize that our neighborhood businesses have a lot of great information to offer. The BNA Board reserves the right to approve, deny, or suggest modifications to all content and advertising.



### FREE Business Spotlights!

When content space permits, we offer FREE advertising exposure to our BNA member businesses through content articles written by Sidewalk staff and volunteers. Our business spotlights highlight the uniqueness of Beaverdale by telling the stories of our neighborhood businesses, whether they are home-based or brick and mortar, and help our community stay connected to OUR local market! To be considered for a business spotlight, you must be a current BNA Business Member. If you'd like to have your story told, please contact Kate McGovern, Sidewalk Editor, at 515-577-2084 or kmcgovern@trinmarketing.com.

