



# the Sidewalk

Quarterly Newsletter



**Now  
Printing  
in FULL  
Color!**

## Circulation Over 5600

Direct Mailed to Beaverdale  
Homes and Businesses

## BNA Member Benefits

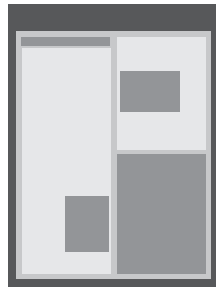
- **Free Ad Design**  
(\$35 ea. for Non-members)
- **Free Copy Changes**  
(\$10 ea. for Non-members)
- **5% Discount  
on Advertising**
- **FREE Business  
Spotlight**  
(as space permits)

## 2021 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*	\$675	Full Page 8w x 10h

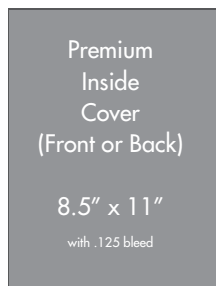
Contributed content must follow BNA Board specified guidelines.  
Content of article, ad and any photos not to exceed a full page.

Standard Ad Placement	Price	Dimensions
1/1 Full Page	\$900	8.000w x 10.000h
1/2 Page Horizontal	\$500	8.000w x 4.9375h
1/2 Page Vertical	\$500	3.9375w x 10.000h
1/4 Page Vertical	\$275	3.9375w x 4.9375h
1/8 Page Horizontal	\$150	3.9375w x 2.4063h



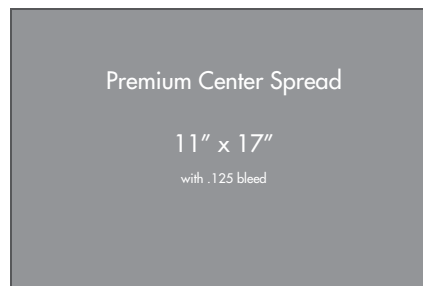
### Premium Full Page Content Sponsor

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.



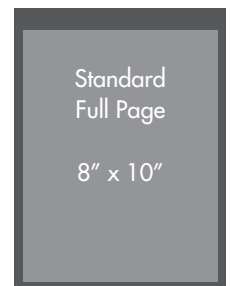
Premium  
Inside  
Cover  
(Front or Back)

8.5" x 11"  
with .125 bleed



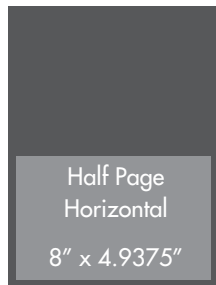
Premium Center Spread

11" x 17"  
with .125 bleed



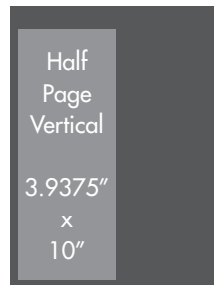
Standard  
Full Page

8" x 10"



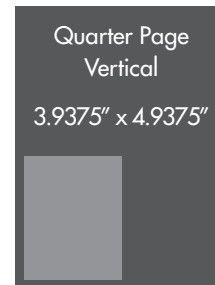
Half Page  
Horizontal

8" x 4.9375"



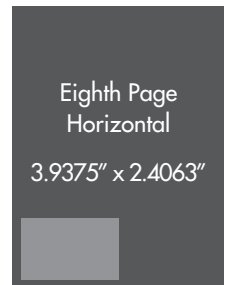
Half  
Page  
Vertical

3.9375"  
x  
10"



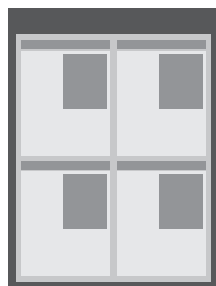
Quarter Page  
Vertical

3.9375" x 4.9375"



Eighth Page  
Horizontal

3.9375" x 2.4063"



### 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.

# MEMBERSHIP DISCOUNT!

## Not a Member Yet?

Sign up today and get a 5% advertising discount!

(Discounts don't apply to membership fee)

### 2021 Submission Deadlines

- Mar. 8, 2021 Issue — Ads due Feb 26
- May 10, 2021 Issue — Ads due Apr 16
- July 19, 2021 Issue — Ads due Jun. 25
- Nov. 8, 2021 Issue — Ads due Oct. 15

### Ad Submission Requirements

- Accepted file formats are: PSD, Ai, EPS, JPG, TIFF, PDF.
- All artwork will be printed in 4 color process CMYK.
- Any modifications made to the ad after it is received will incur a \$10 alteration fee (non-members only).
- Email your print-ready ad to [kmcgovern@trinemarketing.com](mailto:kmcgovern@trinemarketing.com)



### For advertising & content information, contact:

Kate McGovern, BNA Sidewalk Editor  
2516 48th Place, DSM, IA 50310  
515-577-2084  
[kmcgovern@trinemarketing.com](mailto:kmcgovern@trinemarketing.com)

**Beaverdale Neighborhood Association**  
P.O. Box 30175, Des Moines, Iowa 50310

## TO RESERVE YOUR ADS...

Return completed forms via mail, email or text to Kate (515) 577-2084 or [kmcgovern@trinemarketing.com](mailto:kmcgovern@trinemarketing.com). Please make your checks payable to the Beaverdale Neighborhood Association, P.O. Box 30175, Des Moines, Iowa 50310. If you are not receiving a pre-payment discount, an invoice will be sent to you from the BNA after we've received your advertising commitment.

## 2021 Advertising Agreement

Issue	Ad Size	BNA Member	Price
Mar. 8, 2021	_____	_____	_____
May 10, 2021	_____	_____	_____
July 19, 2021	_____	_____	_____
Nov. 8, 2021	_____	_____	_____

**Add Business Membership \$60 [ ]**      **Total** \_\_\_\_\_

Company \_\_\_\_\_

Billing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Contact Name \_\_\_\_\_ Title \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

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

**TERMS AND CONDITIONS:** The BNA is the official Publisher of *the Sidewalk*, the quarterly newsletter for the Beaverdale Neighborhood Association (BNA). The BNA shall not be responsible for errors in any advertisement due to errors in ad copy or artwork furnished by the advertiser. In the event of any error in any advertisement not caused by errors in ad copy or artwork furnished by the advertiser, the liability of the BNA shall be limited to the return of any charges paid by the advertiser. **GENERAL POLICY:** Advertisers and agencies representing the advertiser assume liability for all ad contents, text, photos, illustrations, representations, and advertisements printed, and also assume responsibility for any claims arising there from made against the Publisher or the BNA. The BNA reserves the right to reject any advertising which is not in keeping with the publication's standards or those of the BNA. If new copy is not received by the specified deadline, the Publisher reserves the right to either (1) repeat previous copy, or (2) withhold the ad from the publication if the copy contains obvious discrepancies. The advertiser agrees to honor any offers specified in its advertisement as per its terms and conditions. The advertiser assumes full responsibility that advertiser's advertisement, business operations, services and products comply with all applicable laws. **COLLECTION POLICY/TERMS:** One-time and Multiple-run ads will be billed, and payment is due on receipt. Discounts will be rescinded if invoices are not paid in full. All checks for deposit or payments shall be made to the Beaverdale Neighborhood Association. A \$25.00 service charge will be imposed on any check returned for any reason. **PRODUCTION REQUIREMENTS:** Electronic files will be accepted in Photoshop PSD, Illustrator, EPS, Acrobat PDF, TIFF and/or JPEG format via email or downloadable from link. If artwork contains a spot color, the file must include a spot channel. **CONVERSIONS/ALTERATIONS:** Non-member Advertisers sending files different than those specified, or without spot channel when necessary, will be charged for alterations. Ads will not be reduced or enlarged without charge. The inclusion of the advertiser's advertisement in this publication shall not constitute an endorsement of the advertiser or the advertiser's product or service, and this publication shall contain such a disclaimer. The advertiser assumes full and complete responsibility and liability for the contents of all advertising copy or artwork submitted, printed, and published pursuant to this agreement, and the advertiser shall indemnify and hold the BNA harmless against any demands, claims, or liability. **ACCEPTANCE:** Submission of any advertisement, insertion order, space reservation or position commitment constitutes acceptance of all the foregoing general conditions.