

STREET SMART

YOUR E-NEWSLETTER FROM
CITYGATE NETWORK

2023 RATE CARD / ORDER FORM

INSTRUCTIONS

Please complete this fillable insert form and email the attachment to:

Sam Edwards

Director of Business Development
Phone: (719) 266-8300, ext. 110
Fax: (719) 266-8600
sedwards@citygatenetwork.org

ART DEADLINES

Banner Artwork is due 20 days prior to publish date. Artwork should be sent to Sam Edwards.

Sam Edwards

sedwards@citygatenetwork.org

Contact name _____ Send invoice to _____
Phone _____ Email _____
Address _____ Address 2 _____
City _____ State _____ ZIP Code _____

Ad to appear in the following issue(s) of Street Smart:

Issue Date	Top Banner	Small Banner	Issue Date	Small Banner (only option for these dates)
January 3	<input type="checkbox"/>	<input type="checkbox"/>	January 16	<input type="checkbox"/>
February 1	<input type="checkbox"/>	<input type="checkbox"/>	February 15	<input type="checkbox"/>
March 1	<input type="checkbox"/>	<input type="checkbox"/>	March 15	<input type="checkbox"/>
April 3	<input type="checkbox"/>	<input type="checkbox"/>	April 17	<input type="checkbox"/>
May 1	<input type="checkbox"/> SOLD	<input type="checkbox"/>	May 15	<input type="checkbox"/>
June 1	<input type="checkbox"/>	<input type="checkbox"/>	June 15	<input type="checkbox"/>
July 3	<input type="checkbox"/>	<input type="checkbox"/>	July 17	<input type="checkbox"/>
August 1	<input type="checkbox"/>	<input type="checkbox"/>	August 15	<input type="checkbox"/>
September 1	<input type="checkbox"/>	<input type="checkbox"/>	September 15	<input type="checkbox"/>
October 2	<input type="checkbox"/>	<input type="checkbox"/>	October 16	<input type="checkbox"/>
November 1	<input type="checkbox"/>	<input type="checkbox"/>	November 15	<input type="checkbox"/>
December 1	<input type="checkbox"/>	<input type="checkbox"/>	December 15	<input type="checkbox"/>

Digital Specifications:

Resolution: 72 dpi
Acceptable formats: .jpg, .png, or .gif
Dimensions:

Top Banner: 800 pixels wide x 350 pixels high
Small Banner: 800 pixels wide x 175 pixels high

Artwork Deadlines

Banner artwork is due 20 days prior to publish date. Artwork should be sent to Sam Edwards.

Advertising rates:

Top Banner	SOLD 1X - \$425	6X - \$400	12X - \$375	
Small Banners	1X - \$225	6X - \$200	12X - \$175	24X - \$150

Payment terms

- Citygate Network will invoice the advertiser for each issue via contact name and mailing information listed above.
- Payment is due within 30 days of receipt of invoice.
- Advertiser may pay in advance for multiple insertions.
- Non-payment may result in withholding of ads from subsequent issues until accounts are made current.

Contract terms

- Advertiser assumes liability for the content of their advertising and assumes responsibility for any claims against the publisher arising from their advertising.
- All advertisements are subject to approval. Citygate Network reserves the right to reject any advertising not meeting the standards or values of the association.
- Citygate Network shall not be liable for failure to insert an advertisement for any cause.

I agree to the terms under which this Insertion Order is issued.

Printed name _____ Signature _____
Title _____ Date _____



Citygate Network
2153 Chuckwagon Road
Suite 100
Colorado Springs, CO 80919

Phone: (719) 266-8300
www.citygatenetwork.org

STREET SMART

New Information and Guidelines for advertising in the 2023 issues of *Street Smart*

Street Smart is our most widely read digital communication. The bi-weekly e-newsletter's information and dialogues capture and ignite some of the most important conversations across the network. While this publication has always been extremely popular, the 2023 version of *Street Smart*, beginning in January, is more interactive and engaging.

You Spoke – We've Listened

After numerous requests from business members, we've decided to add two new affordable advertising spaces in *Street Smart*. Please take a look at our [2023 Street Smart Rate Card](#) to learn more about the new advertising options.

CONTACT:

Sam Edwards

Director of Business
Development

Phone: (719) 266-8300, ext. 110

Fax: (719) 266-8600

sedwards@citygatenetwork.org

2023 GUIDELINES

In the interest of fairness to all Citygate Network Business Members, we have established the following guidelines for advertising in *Street Smart*.

1. Once the annual rate card is published, advertisers will have until December 21, 2022, to notify Citygate Network of their interest to advertise in *Street Smart* by completing and submitting the 2023 Rate Card/Order Form.
2. Previous ad commitments will not be a factor in determining which advertisers are awarded ad placement for the upcoming year.
3. On the business day following the submission deadline (December 22, 2022), any uncontested advertisements will be granted. Requests for placements having more than one interested party will be decided by a drawing.
4. Citygate Network business members will be given priority. If a business member and a non-member are both interested in advertising, the business member will be awarded the placement without a drawing. A non-member will be awarded an advertisement only if it is the sole interested party, or if only other non-members are interested. If only multiple business members or only multiple non-members desire the same ad placement, a drawing will be held to award the advertisement.
5. Advertisers will be notified of the winners of drawings for advertisements on the business day following the reservations deadline (December 22, 2022).
6. After competing ad drawings are held each year, any uncontested remaining placements will be awarded on a first-come, first-served basis.



Citygate Network
2153 Chuckwagon Road
Suite 100
Colorado Springs, CO 80919
Phone: (719) 266-8300
www.citygatenetwork.org