

# STREET SMART

YOUR E-NEWSLETTER FROM  
CITYGATE NETWORK

*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.

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## You Spoke –

### We've Listened

After numerous requests from business members, we've added two affordable advertising spaces in *Street Smart*. Please take a look at our [2024 Street Smart Rate Card](#) to learn more about the advertising options.



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## 2024 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 20, 2023, to notify Citygate Network of their interest to advertise in *Street Smart* by completing and submitting the 2024 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 21, 2023), 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 21, 2023).
6. After competing ad drawings are held each year, any uncontested remaining placements will be awarded on a first-come, first-served basis.