

Guidelines for advertising in the 2020 issues of *Street Smart*

In the interest of fairness to all *Street Smart* advertisers, we have established the following guidelines for advertising on the top page of our bi-weekly electronic publication *Street Smart*.

1. Once the annual rate card is published each year, advertisers will have until the reservations deadline of the February 3 issue to notify Citygate Network of their interest in advertising in *Street Smart* by completing and submitting the order form ([rate card](#)). For 2020, that deadline is November 11, 2019.
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 reservations deadline for the February 3 issue (November 11, 2019), any uncontested advertisements will be granted. Requests for placements for which there is more than one interested party will be decided by a random drawing.
4. Citygate Network business members will be given priority. If a business member and a nonbusiness member are both interested in advertising, the business member will be awarded the placement without a drawing. A non-business member will be awarded an advertisement only if it is the sole interested party, or if only other non-business members are interested. If only multiple business members or only multiple non-business 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 (i.e., November 12, 2019).
6. After competing ad drawings are held each year, any uncontested remaining placements will be awarded on a first-come, first-served basis.