

GUIDELINES FOR SPECIAL ADVERTISING PLACEMENT IN INSTIGATE MAGAZINE 2021 ISSUES

In the interest of fairness to all *Instigate* advertisers, we have established the following guidelines for special advertising placement—specifically concerning ads on the inside front cover, inside back cover, and outside back cover.

1. Once the annual rate card is published each year, advertisers will have until the reservations deadline of the January/February issue to notify Citygate Network of their interest for special placement in *Instigate* by completing and submitting the insertion order document (see page 4 of the rate card). This year, that deadline is November 9, 2020.
2. Previous ad placement 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 January/February issue (this year, November 9, 2020), any uncontested ad placements will be granted. Advertisers for placements for which there is more than one interested party will be decided by a random drawing.
4. Drawings (if needed) for advertising placement will proceed in the following order: outside back cover, inside front cover, and inside back cover.
5. Citygate Network business members will be given priority. If a business member and a non-business member are both interested in the same advertising placement, the business member will be awarded the placement without a drawing. A non-business member will be awarded an ad placement 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 placement.
6. Citygate Network will automatically enter any advertiser that is not awarded its desired ad placement (for example, inside front cover) into the drawing for the next available placement (in this example, inside back cover), unless the business requests otherwise.
7. Advertisers can indicate interest for more than one advertising placement. If a business is awarded a placement, it will be pulled from any other level drawing in which it has also indicated an interest, unless there is no other interested party.
8. Advertisers will be notified of the winners of drawings for ad placement on the business day following the reservations deadline for the January/February issue (this year, November 10, 2020).
9. **New this year:** Advertisers have the option to purchase additional advertising features (stitched-in promo card or polybagged flyer—see page 2 of the 2021 rate card for details). If advertisers wish to purchase additional options, they must also have an ad in the same issue. If necessary, a random drawing on November 10, 2020 will determine additional advertising option winners.
10. After ad placement drawings are held each year, any uncontested remaining placements will be awarded on a first-come basis.