



2021 GUIDELINES

Guidelines for advertising in the 2021 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.

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1. Once the annual rate card is published each year, advertisers will have until November 9, 2020 to notify Citygate Network of their interest to advertise in Street Smart by completing and submitting the **2021 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 (November 10, 2020), any uncontested advertisements will be granted. Requests for placements having 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 nonbusiness 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.
7. Advertisers will be notified of the winners of drawings for advertisements on the business day following the reservations deadline. (i.e. November 10, 2020).
8. After competing ad drawings are held each year, any uncontested remaining placements will be awarded on a first-come, first-served basis.



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