

STREET SMART

YOUR E-NEWSLETTER FROM CITYGATE NETWORK



Street Smart is Citygate Network's premier digital publication, delivering essential updates, practical resources, and inspiring insights to more than 2000 ministry leaders every two weeks. More than a newsletter, Street Smart serves a vital connection point that strengthens our community and furthers gospel-powered life transformation. *Best of all, it boasts an open rate of more than 43%!*

RATE CARD

2027 GUIDELINES

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

- 1. Submission Deadline:** Advertisers must submit a completed 2027 Rate Card Order Form by **December 17, 2026** to reserve placement.
- 2. Fair Allocation Process:** Previous advertising commitments do not guarantee placement. On **December 17, 2026**, all uncontested ad spaces will be awarded immediately. If multiple parties request the same advertisement slot, placement will be determined by a drawing on that same day. Advertisers will be notified of drawing results on December 18, 2026.
- 3. Member Priority:** Citygate Network Business Partners receive priority selection. Non-members will be granted placement only if no member requests the same slot or if no competing entries exist.
- 4. Ongoing Availability:** Following the initial drawing on December 17, any remaining open ad spaces will be awarded on a first-come, first-served basis.

Digital Ad Specifications & Deadlines

- **Resolution:** 72 ppi
- **File Formats:** JPG, PNG, or GIF
- **Top Banner Dimensions:** 800 × 350 px
- **Small Banner Dimensions:** 800 × 175 px
- **Artwork Submission:** Final artwork is due 20 days prior to the issue's publication date. Send files directly to Sam Edwards at sedwards@citygatenetwork.org.



Citygate Network
2153 Chuckwagon Road,
Suite 100
Colorado Springs, CO 80919
www.citygatenetwork.org

CONTACT

Sam Edwards

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

2027 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

sedwards@citygatenetwork.org

Order date _____ Advertiser _____
 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 15	☐
February 1	☐	☐	February 15	☐
March 1	☐	☐	March 15	☐
April 1	☐	☐	April 15	☐
May 3	☐	☐	May 17	☐
			June 15	☐
July 1	☐	☐	July 15	☐
August 2	☐	☐	August 16	☐
September 1	☐	☐	September 15	☐
October 1	☐	☐	October 15	☐
November 1	☐	☐	November 15	☐
December 1	☐	☐	December 15	☐

Digital Specifications:

Resolution: 72 ppi

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: sedwards@citygatenetwork.org

Advertising rates:

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

Payment terms

- **Invoicing:** Advertisers will be invoiced on a bi-monthly basis.
- **Details Used:** Invoices are directed to the listed contact name and mailing address.
- **Due Date:** Payment must be made within 30 days of receiving the invoice.
- **Prepayment:** Advertisers can choose to pay ahead for multiple ad insertions.
- **Penalty:** Late or non-payment can cause future ads to be held back.

Contract terms

- **Liability:** Advertisers assume all responsibility for their ad content.
- **Claims:** Advertisers handle any legal claims made against the publisher regarding their ad.
- **Approval:** All advertisements must be approved before publication.
- **Rejection:** Ads can be rejected if they miss magazine or association standards.
- **Omissions:** Citygate Network is not liable if an ad fails to be inserted.

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

Printed name _____ Signature _____

Title _____ Date _____



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