

# advertising.

## Ballston Buzz

The Ballston Partnership's e-newsletter is produced monthly and emailed on the first Wednesday of the month. publication highlights our new members, members' promotions, special events and the Partnership's programming. The e-newsletters also include articles written by contributing editors. All ads must be submitted by the 15th of the month prior to publishing date. Advertising rates for the Ballston Buzz are as follows:

	Small 120 x 150 p	Large 120 x 300 p
1x	\$75*/ \$150	\$100*/ \$200
4x	\$250*/ \$500	\$300*/ \$600
6x	\$300*/ \$600	\$375*/ \$750
12x	\$450*/ \$900	\$600*/ \$1,200

\* Member pricing

- We request that all files are submitted as 96 DPI and that they are "saved for web." Creative design, if required, is \$50 per ad.

## The Guide (Map & Directory)

The Ballston Partnership's guide is produced yearly and is complimentary to all Partnership members. The Guide is divided into four sections: dining, retail & services, hotels and getting around. Area businesses' addresses, phone numbers and WiFi spots are listed along with maps of Ballston and Virginia Square. Advertising rates for The Guide are as follows:

1/4 4" x 2"	1/2 4" x 4.5"	Full 4" x 9"	Map Placement
\$500*/ \$625	\$725*/ \$900	\$1,200*/ \$1,500	\$1,000*/ \$1,500

\* Member pricing

- We request that all files are submitted in formats compatible with Adobe Illustrator (.eps, .ai, etc.) and that they are grayscale.

