

Elmwood Business Association 2018 Advertising & Marketing Opportunities



The Elmwood Business Association digital newsletter, along with 2018 advertising rates and Premium Sponsorship packages. The newsletter will be published quarterly and emailed to more than 1,800 individuals in the business community.

To reserve your space, contact Michele Angelo, executive director, at elmwodba@gmail.com.

2018 Newsletter Advertising Rates			
Ad Size	Early Bird Special (by 1/15/18)	Regular Annual Rate (after 1/15/18)	Single Issue Rate
Full page	\$900 (4 issues)	\$1,000 (4 issues)	\$300 (1 issue)
Half-page	\$540 (4 issues)	\$600 (4 issues)	\$200 (1 issue)
Quarter-page	\$360 (4 issues)	\$400 (4 issues)	\$150 (1 issue)

Additional Marketing Opportunities for EBA Members	
Description	2018 Rates
Monthly e-blast ad (3 emails per month)	\$100 per month
Luncheon sponsor	\$100 per month
Website ad	\$100 per month

Editorial Calendar (2017)		
Issue	Ad Deadline (artwork)	Editorial Theme
Spring 2018 - Published March 15, 2018	February 1, 2018	Food, Beverage, Entertainment & Recreation Issue
Summer 2018 - Published June 15, 2018	May 1, 2018	Construction/Home Improvement Issue
Fall 2018 - Published September 15, 2018	August 1, 2018	Business Outlook Issue
Winter 2018 - Published December 15, 2018	November 1, 2018	Retail & Shopping Issue

Premium Sponsorship Packages for EBA Members		
Gold Sponsor	\$2000	<ul style="list-style-type: none"> 4 luncheon sponsorships 4 months of e-blast ads 4 months of web ads 1 full page ad in each newsletter (4 issues) Company logo on luncheon sign \$2,200 VALUE
Silver Sponsor	\$1000	<ul style="list-style-type: none"> 2 luncheon sponsorships 2 months of e-blast ads 2 months of web ads 1 half-page ad in each newsletter (4 issues) Company logo on luncheon sign \$1,200 VALUE
Bronze Sponsor	\$500	<ul style="list-style-type: none"> 1 luncheon sponsorship 1 month of e-blast ads 1 month of web ads 1 quarter-page ad in each newsletter (4 issues) Company logo on luncheon sign \$700 VALUE

*Advertising is available to active members of the Elmwood Business Association. Advertisement must be paid in full by editorial deadline for each issue. All ads are sold on a space-available-basis.

*Payment for Premium Sponsorship Package must be paid in full by 1/15/18 for the 2018 year.