



Ballwin Advertising Opportunities

Calendar Year 2017

Updated 4.29.16



Ballwin Life: Print Advertising

Ballwin is moving forward. New ideas and new staff are inspiring the city to improve our already well-known services.

The newest initiative, designed to improve communication with our residents, involves implementing a quarterly publication to be mailed to each household in Ballwin.

We are offering a limited number of advertisements for interested businesses and individuals in each of these issues.

If your target market is right here in Ballwin, this publication is an excellent opportunity to improve your brand.

Contact Administrative Clerk Abigail Johnson to discuss your advertising options, which are listed below on the right. She will be happy to discuss your advertising needs.

Abigail Johnson
636-227-8580
ajohnson@ballwin.mo.us

As you decide which option to select, keep in mind if you purchase three ads in one calendar year you will receive 50% off your fourth ad of equal or lesser value to be used in the same calendar year.

Four issues of the Ballwin Life Magazine will be printed annually. Please note the reservation deadlines for each issue as well as the art deadlines listed below.

Issue Date: Jan 4, 2017
Reservation: Nov 18, 2016
Art: Dec 1, 2016

Issue Date: March 1, 2017
Reservation: Jan 25, 2017
Art: Feb 1, 2017

Issue Date: June 1, 2017
Reservation: April 19, 2017
Art: April 26, 2017

Issue Date: Sept 6, 2017
Reservation: July 26, 2017
Art: Aug 2, 2017

Why advertise with Ballwin?

- All residents will have the Ballwin Life Magazine delivered directly to their door
- Quarterly distribution allows you to tailor your message for the season
- Affordable prices give small businesses the opportunity to have their brand accessible to over 30,000 residents
- As an official publication of the City of Ballwin residents will have a vested interest in reading the issue in its entirety
- Upcoming events and relevant information ensures readers will keep the publication and refer to it often

Ad Specifics

The Ballwin Life Magazine will be the official publication of the City of Ballwin. It will include pertinent information to local residents about construction projects, police updates, city sponsored events, and notes from staff and elected officials.

The entire publication will be approximately 48 pages, and currently only 15 ads are available for purchase per issue.

Licensed Ballwin businesses will have two weeks to reserve advertisements prior to opening the opportunity to the general public. All ads are sold on a first come first served basis while space is available.

Ad Options	Price	Ad Size	Ads Available Per Issue
Back Cover (1/2 page)	\$1,500	8.5 x 5.5	1
Full Page	\$1,000	8.5 x 11	2
Half Page Horizontal	\$500	8.5 x 5.5	3
Half Page Vertical	\$500	5 x 8	3
Column Ad	\$360	3.25 x 10	3
Quarter Page	\$250	5.5 x 4.25	3
Ad Design	\$150	Any	

Although we will try to accommodate each advertiser, the City of Ballwin reserves the right to select placements of ads and to modify or reject designs to fit the needs of the publication.

City of Ballwin

Ballwin Government Center
14811 Manchester Rd.
Ballwin, MO 63011

Phone: 636-227-8580
Fax: 636-207-2320
E-mail: ajohnson@ballwin.mo.us
www.ballwin.mo.us



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Name of Business: _____

Contact: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ E-mail: _____

Issue(s): Winter Spring Summer Fall

Ad Size: _____

Amount: _____

Payment Method: Card Check Cash

Please make checks payable to City of Ballwin

Name on card: _____

Card Number: _____

Exp. Date: _____ Security Code: _____

Billing Zip Code: _____

Payee Signature: _____ Date: _____

**Drop off or mail this form to the Ballwin Government Center
14811 Manchester Rd. Ballwin, MO 63011**

All advertisements must be paid and processed by the reservation deadline. Payments can be made with credit card, debit card, check or cash (excluding American Express).

Only one proof will be issued to advertisers, and errors must be reported on or before the art deadline for the issue. If advertisers have approved a proof, the City of Ballwin accepts no responsibility or liability, even if an error exists.

Cancellations can be made for a full refund less a \$50 service fee if made before the reservation deadline. Cancellations made after the reservation but before the art deadline will not be refunded but the City can remove the ad per the advertisers request. Cancellations requested after the art deadline will not be honored.

Signature of Advertiser Date

Ballwin Official Date