



City of Ballwin, MO
Ballwin Life Magazine
2021 Advertising Policy

The Ballwin Life Magazine is a quarterly publication distributed to residences, apartments, and businesses in the City of Ballwin (approx. 15,500 copies). The 2021 magazine is scheduled to be delivered in February, May, August, and November. For the 2021 project, we expect magazines to range from 32 to 48 pages in length, but the City of Ballwin (hereafter referred to as the “City”) reserves the right to alter the page count of each issue or discontinue the project at any time.

It is the policy of the City to allow advertising in our quarterly Ballwin Life Magazine publication from individuals, foundations, corporations, nonprofit organizations, service clubs, and other entities. The City’s Marketing & Communications Department is authorized to regulate and impose fees for such advertising opportunities. All such advertisements should comply with the guidelines established by this policy. The City may, at its discretion, grant variances to this policy.

Applications for advertising opportunities will be considered on a first-come, first-served basis. Organizations interested in advertising in the Ballwin Life Magazine shall enter into a contractual agreement with the City, agreeing to the following guidelines, standards, restrictions, and policies mentioned in this policy.

Additional considerations when establishing advertising relationships include:

- Agreements shall not limit the City’s ability to seek other advertising.
- The advertising cannot be made conditional on the City’s performance.
- The evaluation of the potential advertiser shall include, but not be limited to, the individual’s or the organization’s: values and principles; products and services offered; record of environmental stewardship and social responsibility; rationale for its interest in partnering with the City; expectations; and ability, timeliness, and readiness to enter into an agreement.
- The City will not solicit nor accept advertising from individuals, foundations, corporations, nonprofit organizations, service clubs, or other entities whose reputation could prove detrimental to the city’s public image. The City will not allow advertising, either directly or through third-party arrangements, which presents demeaning or derogatory portrayals of individuals or groups or contains anything likely to cause deep or widespread offense. The City may, at its discretion, bring any proposals to the Ballwin Board of Aldermen for their approval even if they do meet the

guidelines of this policy. The following restrictions and guidelines shall apply:

- **Prohibited Industries and Products.** In general, the following industries and products are not eligible:
 - Police-regulated businesses
 - Companies whose primary products or services are substantially derived from the sale of alcohol, drugs, tobacco, gambling, firearms, or sexually explicit or inappropriate materials
 - Religious and political organizations
 - Advertisers that do not portray a G or PG rated image

The City intends to preserve its rights and discretion to exercise full editorial control over the placement, content, appearance, and wording of an organization's advertisement in the Ballwin Life Magazine. The City reserves the right to accept or reject any advertising application submitted for consideration, and while every intention is to accept and fulfill all terms related to the advertising agreements, the City reserves the right to terminate the agreement at any time. If the City elects to terminate the agreement, any funds, unused materials or services, or other compensation received by the City prior to such termination will be refunded by the City, unless such termination is due to a material breach of the agreement by the advertiser. In this case, the City may retain all or a part of the compensation if the City determines that such is necessary to compensate the City for any losses incurred by the City due to such material breach. The Advertiser reserves the right to withdraw the advertising application at any time during the approval process. The Advertiser may also withdraw from the agreement within thirty (30) days of execution of the agreement. However, no refund will be given on any funds received by the City prior to receipt of the notification of withdrawal.

All revenues received from Ballwin Life Magazine Advertising will be deposited into the City's revenue fund and will be used to offset expenses incurred by the City to produce or distribute the Ballwin Life Magazine.



City of Ballwin, MO

Ballwin Life Magazine

2021 Advertising Opportunities

Ballwin Life Magazine Staff Contact

Kennedy Robinson

Marketing & Communications Specialist

krobinson@ballwin.mo.us

(636) 207-2359

2021 Advertisement Deadlines:

- Issue 1 released first week of February 2021
 - Reservation deadline is November 30, 2020
 - Ad artwork deadline is December 17, 2020
- Issue 2 released first week of May 2021
 - Reservation deadline is February 26, 2021
 - Ad artwork deadline is March 19, 2021
- Issue 3 released first week of August 2021
 - Reservation deadline is May 28, 2021
 - Ad artwork deadline is June 18, 2021
- Issue 4 released first week of November 2021
 - Reservation deadline is August 27, 2021
 - Ad artwork deadline is September 17, 2021

Ad Options	Pricing	Ad Size	Ads Available/Issue
½ Page Back Cover	\$1,500	8.5 x 5.5. (bleeds/margins)	1
Full Page	\$1,000	8.5 x 11 (bleeds/margins)	2
½ Page	\$500	7 x 4.5 (no bleeds)	5
¼ Page	\$250	3.5 x 4.5 (no bleeds)	7
¼ Page Inside Front Cover	\$400	3.5 x 4.5 (no bleeds)	1
¼ Page Inside Back Cover	\$400	3.5 x 4.5 (no bleeds)	1

The City can provide an advertisement sizing sheet upon request.

To Reserve Your 2021 Ad Space Please Fill Out This Page

Name of Business: _____ Contact: _____

Billing Address: _____ City: _____ State: _____

Zip: _____ Phone: _____ E-mail: _____

Please indicate when you'd like your ad(s) to appear and what size you'd like to reserve. DISCOUNT AVAILABLE when you reserve space in all four issues! A 50% discount will be applied on the fourth advertisement when four ads are purchased during one calendar year for all ads ½ page or larger.

Issue(s): February May August November

Ad Size: ½ Back Cover (\$1,500 each) Full Page (\$1,000 each)
 ½ Page (\$500 each) ¼ Page (\$250 each)
 ¼ Page inside front cover (\$400 each) ¼ page inside back cover (\$400 each)

Total amount owed (price of ad x number of issues) _____ Bill me per issue Bill me lump sum

Payment Method: Credit or Debit Check * Please make checks payable to City of Ballwin

Card Information

Name on card: _____

Card Number: _____

Exp. Date: _____ Security Code: _____ Billing Zip Code: _____

Card Holder Signature: _____ Date: _____

This form can be dropped off or mailed to the Ballwin Government Center (ATTN: Marketing, 1 Government Ctr, Ballwin, MO 63011), faxed to (636) 207-2320, OR emailed to krobinson@ballwin.mo.us.

Payments can be made with credit card, debit card, or check. One electronic proof will be issued to advertisers via email upon request. Errors or changes must be reported on or before the ad artwork deadline provided on this form. If advertisers have approved the requested proof, the City 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 provided on this form. Cancellations requested after the reservation deadline will not be honored.

Signature of Advertiser --- Date

Signature of Ballwin Official ---Date