

BIZword Newsletter Advertising Rate Card 2007

THE BIZWORD covers downtown news, events and BIZ programs of interest to business owners, workers and visitors in the city centre. The quarterly newsletter is distributed by the Downtown Winnipeg BIZ.

Publication dates & deadlines:

February 28: material deadline February 14

May 10: material deadline April 23

August 27: material deadline August 7

November 8: material deadline October 19

Circulation: 4,000

Distribution:

- **3,500** hand delivered by Downtown Watch ambassadors and personally addressed to downtown businesses, not for profit organizations and government agencies.
- Multiple copies are sent to businesses with over 50 employees and to downtown cafes.
- Remainder are kept on hand for requests from the public, presentations to downtown groups and recipients on the BIZ mailing list.

Available ad spaces:				
DISPLAY AD Size	1 issue	2 issues	3 issues	4 issues
Business Card (3.6" wide x 2" high)	\$150	\$140 each	\$130 each	\$120 each
1/4 page (3.6" wide x 4.8" high)	\$270	\$250 each	\$230 each	\$210 each
Non-Members Rate: Add 15%				
All ads are four colour. Optional ad design is complimentary.				
INSERTS:				
Customers may also supply pre-printed materials for insertion into the newsletter. Inserts cannot exceed a measurement of 8 1/2" x 11". Space is limited. Customer must provide 4,000 inserts to the Downtown BIZ one week before the publication date.				
Member/Not for Profit	\$300	Non-Member	\$345	

For more info or to book space, call Doug Darling at the Downtown BIZ: 958-4623.

www.downtownwinnipegbiz.com

