

RATE CARD

# DOWNTOWN

BIRMINGHAM • BLOOMFIELD

## BOTTLED WATER

CAN WE COUNT ON QUALITY?

PLUS

## VOTING SECURITY

LOCAL PREPARATION

OAKLAND  
CONFIDENTIAL  
POLITICAL GOSSIP

METRO  
INTELLIGENCER

SOCIETY  
NOTEBOOK

DOWNTOWNPUBLICATIONS.COM

**T**he Birmingham-Bloomfield area has long defined the best of Oakland County with its vibrant business centers, community spirit and sense of refinement shared by few other communities.

This special area has its own local publication, Downtown Birmingham/Bloomfield, a quality monthly newsmagazine befitting the area.

Downtown newsmagazine is an upscale, full-color, magazine-format publication reaching by direct mail the households in Birmingham, Bloomfield Township and Bloomfield Hills, one of Michigan's most sought after markets.

The personnel at Downtown newsmagazine bring a special commitment to the publishing effort, reinvesting in the local communities and working to make sure the Birmingham/ Bloomfield area reaches its highest potential. Our mission dictates that we strive each month to provide a solid news and advertising product that local residents look forward to reading. Our goal is to build a community of informed citizens through the efforts of our passionate team. We are innovators producing products that go well beyond what others offer.

Downtown newsmagazine captures life in the local communities through coverage of major municipal and school issues, personality profiles, the latest news from the business community and the all important social non-profit circuit that makes these communities unique. We also devote considerable effort each month to address major issues facing local residents through our longform story-telling efforts, further setting us apart from others competing for readers' attention.

Downtown newsmagazine provides an upscale but reasonably priced marketing vehicle for businesses attempting to place their message before this important buying public. Our frequency allows you to focus on creating the right message each month without the pressure of constant deadlines that interrupt your business schedule.

The print edition is augmented by a state-of the art website ([downtownpublications.com](http://downtownpublications.com)) which is updated at least twice each week and sometimes more often as breaking news dictates. Further, we produce a number of online newsletters – weekly news updates, breaking news, political gossip and news from the restaurant scene. Advertising opportunities are available with our online products.

## **ADVERTISING RATES**

Downtown rewards advertisers for more frequent placements of ads. Contract rates apply only to consecutive issue placement. All advertising in Downtown is presented in full color. Ad rates include normal design time and typesetting. We can provide a quote for special design or production work.

**Premium Positions:** There are a number of premium positions in Downtown which carry a special charge. The back cover premium position charge is \$300 in addition to the rate card rate. The inside front cover, inside back cover and page three carry an additional charge of \$200. Pages four and five carry an additional charge of \$100. The two-page spread centerfold carries a \$200 additional charge.

Only full-page ads can be considered for premium positions. Other special position requests for full-page ads can be considered on a space available basis and may carry a special charge. Longer term and larger contract advertisers are given first consideration relative to premium position requests. We do give right of first refusal to advertisers who in prior years placed ads in premium positions in a given issue.

**Commission:** Recognized agencies can commission on open rates only.  
Contract rates are presented as net rates.

**Ad Proofs:** New ads created by our graphics department will be issued a proof by e-mail. Repeat ads without changes from a prior issue will not be supplied a proof. The advertiser has the responsibility to review supplied proofs for accuracy and immediately report any problems. Downtown is not responsible for errors not reported by the advertiser.

We are willing to provide up to two proofs on ads at least one half page in size or larger. Smaller ads are limited to one proof copy.

**Front cover sticky notes:** Downtown offers a front cover removable sticky note for advertisers that measures three inches by three inches and is in full color. Advertising sales representative can supply cost and deadline information.

**Inserts:** We do not accept preprints or inserts in Downtown because of the magazine-format of the publication. We are able to make creative suggestions for multiple-page placement for accounts that desire to have a larger impact or stronger presence in Downtown, at much less expense than what is involved in printing and inserting a preprint.

**MECHANICAL DATA**

**Printing:** Downtown is printed web offset. The cover is produced on a premium 50#, 80 bright offset stock while interior pages are newsprint. Saddle-stitched binding.

Black type must be black and not a composite from four-color process.

**Materials:** Completed ads must be supplied in electronic form as PDF, CMYK format. Advertising sales representatives can supply electronic submission spec sheet. Keep live matter three-eighths inch from bleed edge top and bottom and one inch from trim edge left and right.

**ADVERTISING SIZES**

	Picas	Inches
Trim Size	60p X 78p	10" X 13"
Full (No Bleed)	55p X 73p	9.167" X 12.167"
Full Bleed	63p X 81p	10.5" X 13.5"
Live Area	55p X 73p	9.167" X 12.167"
Half (Vertical)	27p X 73p	4.5" X 12.167"
Half (Horizontal)	55p X 36p	9.167" X 6"
Quarter (Traditional)	27p X 36p	4.5" X 6"
Quarter (Vertical)	13p X 73p	2.167" X 12.167"
Quarter (Horizontal)	55p X 17p6	9.167" X 2.917"
Eighth (Vertical)	13p X 36p	2.167" X 6"
Eighth (Horizontal)	27p X 17p6	4.5" X 2.917"
Sixteenth	13p X 17p6	2.167" X 2.917"

AD RATES				
SIZE	OPEN	3X	6X	12X
Full	\$1,547	\$1,299	\$1,198	\$1,069
Half	\$958	\$805	\$744	\$662
Quarter	\$623	\$523	\$482	\$430
Eighth	\$406	\$341	\$315	\$279
Sixteenth	\$264	\$221	\$204	\$182

# DOWNTOWN

B I R M I N G H A M • B L O O M F I E L D

## A MEMBER OF DOWNTOWN PUBLICATIONS

downtownpublications.com  
oaklandconfidential.com  
metrointelligencer.com  
facebook.com/downtownpublications  
twitter.com/downtownpubs

124 WEST MAPLE ROAD BIRMINGHAM MI 48009

P: 248.792.6464

### **Publisher:** David Hohendorf

davidhohendorf@downtownpublications.com

### **News Editor:** Lisa Brody

lisabrody@downtownpublications.com

### **Advertising Director:** David Hohendorf

davidhohendorf@downtownpublications.com

### **Advertising Sales:** Mark Grablowski

markgrablowski@downtownpublications.com

**AD SUBMISSION:** production@downtownpublications.com

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## **PUBLISHING TERMS**

**Payment Terms:** An advertiser must have established credit with Downtown Publications and be in good standing with the publishing group in order to be billed for advertising, otherwise we require payment in full prior to publication.

MasterCard, Visa and American Express accepted from all accounts.

A charge account with Downtown Publications can be established. A credit application form, available from the company, must be approved prior to publication. It can take up to 15 days to check credit references. Payment is always required with placement of first ad from both contract and non-contract accounts.

For accounts with established credit with Downtown Publications, there is no finance charge if the new balance on the statement is paid in full by the due date on statement. Balances not paid in full will receive a finance charge, outlined on the statement. We charge a minimum \$2.00 billing charge on unpaid balances.

In cases of default, advertiser and/or advertiser's representatives are responsible for all charges related to collection of balances.

**Contract Terms:** While a contract advertiser may decide not to use all of the contracted space, failure to fulfill a contract will result in a rate adjustment on all past advertising, corresponding to the appropriate frequency rate specified on the rate card.

Failure to keep account in good standing constitutes failure to fulfill contract.

**Liability:** Advertiser and advertising agency assume responsibility for content of advertisements and any claims arising against the publisher from ad content. Downtown Publications assumes responsibility for errors originating with the publishing group. The publishing group's sole obligation to any error on its part will be limited to a refund of charges which may have been paid or, at publishing group's discretion, to publish the tendered advertising in the next available issue. No adjustments will be made for errors in ads requiring a proof. Error adjustments are limited to that portion of the ad found in error.

Downtown Publications reserves the right to place the word "Advertisement" in any ad resembling editorial matter. Downtown Publications reserve the right to refuse advertising at any time.

# DOWNTOWN

BIRMINGHAM • BLOOMFIELD

## 2021 MONTHLY ISSUE SCHEDULE

ISSUE	AD SPACE RESERVATION*	MAIL DATE
January	12/14	12/29
February	1/15	1/26
March	2/12	2/23
April	3/12	3/23
May	4/16	4/27
June	5/14	5/25
July	6/11	6/22
August	7/16	7/27
September	8/13	8/24
October	9/16	9/28
November	10/15	10/26
December	11/11	11/22

\*Print-ready ads due Wednesday after ad reservation deadline.

### DOWNTOWN PUBLICATIONS

124 West Maple Road  
Birmingham 48009

[downtownpublications.com](http://downtownpublications.com)

[oaklandconfidential.com](http://oaklandconfidential.com)

[metrointelligender.com](http://metrointelligender.com)

[facebook.com/downtownpublications](https://facebook.com/downtownpublications)

[twitter.com/downtownpubs](https://twitter.com/downtownpubs)

Ad inquiries: [MarkGrabowski@downtownpublications.com](mailto:MarkGrabowski@downtownpublications.com)

(O) 248.792.6464 • (C) 586.549.4424

# FRONT COVER STICKY NOTES

Downtown newsmagazine offers a front cover marketing opportunity with Front Cover Sticky Notes.

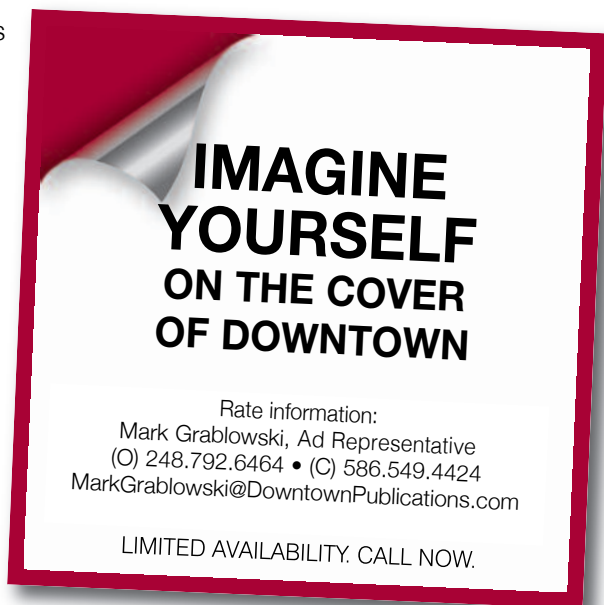
The Front Cover Sticky Notes are a peel-off note that comes in one to four colors and measure 3 inches by 3 inches.

Front Cover Sticky Notes are a unique way to send a company message to the residents of Birmingham, Bloomfield Hills and Bloomfield Township and capitalize on the passion of Downtown's readers. You get the high impact, prime front cover placement and in most cases the notes are peeled off and saved for future reference. Sticky notes are re-positionable so readers can place them where they keep information for future use.

The Front Cover Sticky Note will be affixed to all mail copies plus copies distributed free on newsstands in the local area. Only one Front Cover Sticky Note space is available per monthly issue.

**Rate:** \$2,400 for a one-color to full-color sticky note. Front Cover Sticky Notes are full run and cannot be zoned. Rate includes printing, affixing notes to cover and delivery. Publishing group purchases the sticky note to assure quality of final product. No frequency or contract discounts; no agency commission. Publishing group at no extra charge will create the Front Cover Sticky Note if account does not have a creative agency to produce artwork for the ad.

**Deadline:** A minimum of three weeks advance space reservation is required for a Front Cover Sticky Note. Artwork must be approved by advertiser and publishing group 15 days prior to release for printing of publication. The publishing group reserves the right of approval on artwork to ensure a higher level of graphic quality on the Front Cover Sticky Notes because a properly designed front cover, with all its elements, benefits both the advertiser and the magazine.



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downtownpublications.com

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## ONLINE OPPORTUNITIES

Downtown newsmagazine offers a number of opportunities to extend your brand marketing beyond the printed monthly product of Downtown Birmingham/Bloomfield, all designed to drive traffic to your website.

We offer advertising opportunities on our website [downtownpublications.com](http://downtownpublications.com), which averages 40,000 monthly visitors.

### WEBSITE ADS

We offer four sizes of tombstone ads on our website, listed here in pixels (px) for those accounts who are creating their own ad. These ads appear on our website homepage and all interior pages of the site, and link to your website.

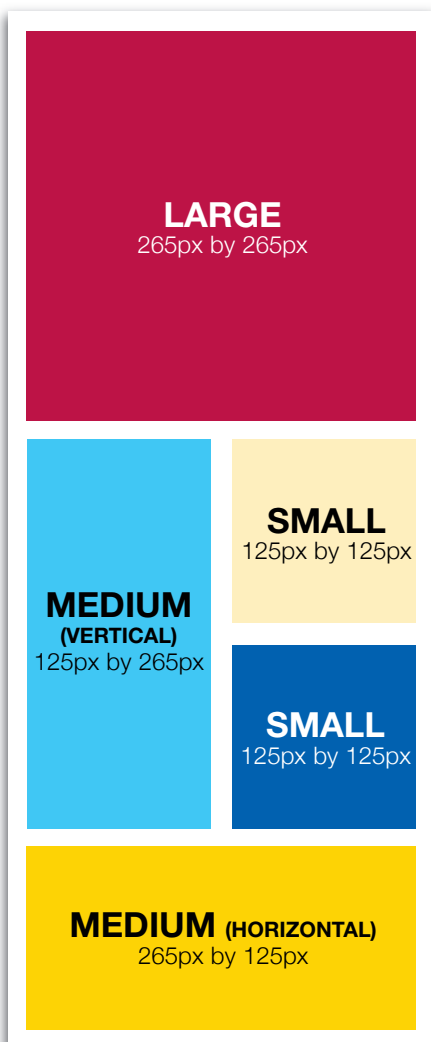
The basic or **small** ad size 125px by 125px (pixels).

The **medium** ad size comes in two configurations, **horizontal** or **vertical**. Basically the medium ad size is twice the size of the small ad.

The **vertical medium ad** measures 125px width by 265px depth.

The **horizontal medium ad** measures 265px width 125px depth.

The **large ad size** is basically equal to four of the small ad size boxes. The **large ad size** measures 265px by 265px.



## RATES

Size	3x or more	Open rate
Small	\$75/month	\$150/month
Medium	\$125/month	\$250/month
Large	\$200/month	\$400/month

**Rich media:** Expandable banner ads not available. Ads with audio must be user-initiated.

**Technical:** If an account is creating their own tombstone ad, we need the ad supplied as either GIF, JPG, or PNG.

## TELEVISION COMMERCIALS

If your business uses television for marketing purposes, we can help you extend the life of your commercial by posting it on our website for a minimal charge. For the **monthly cost of \$200**, your television commercial can be posted on our site. Your advertising representative can give you further details on how easily your commercial can be converted to website use.

## E-MAIL NEWSLETTER SPONSORSHIP

We send out two and sometimes more e-mail blast newsletters for the newsmagazine each week to approximately 4,000 recipients. The e-mail blast banner ad measures 550px wide by 50px depth. Sponsorship opportunity available on two monthly email newsletters for Oakland Confidential; monthly, Metro Intelligencer; weekly, Society Notebook; and the Downtown Weekly Update newsletter. Inquire about rates.

## DOWNTOWN PROMOTION EMAILS

Downtown newsmagazine also offers the opportunity to have your special promotion about your business or perhaps an upcoming event emailed to our confidential email list. We only do these on a limited basis each month which boosts readership and click-through rate because our newsletter recipients are not fatigued by too many promotions. We handle all the creative if you want at no extra charge. Advertising representative can discuss details and cost.

If you have an interest in any of these opportunities, contact  
**Mark Grablowski / Advertising Representative**  
(O) 248.792.6464 (C) 586.549.4424

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