

# FANFARE



*Fanfare* is distributed three times yearly by the Fan District Association (FDA) to over 1,000 residents of the Fan through postal mail, e-mail, and pick-up locations such as Starbucks and Strawberry Street Café.

Most FDA members are homeowners who care about the maintenance and enhancement of their home. They enjoy the many Fan restaurants within walking distance, and they frequent local markets for food, flowers, and gifts. They often need pet care, a Realtor, and legal or financial advice.

By advertising in *Fanfare* or on Fandistrict.org, you are reaching this key group of consumers who choose to do business with people and organizations they know, like, and trust.

- You may pick the ad content and size for each issue of *Fanfare*. **A limited amount of advertising is** available each year on a first-come, first-serve basis. We try to dedicate no more than 30% of the space in *Fanfare* to advertising, so that each business really gets attention.
- The FDA weekly E-newsletter is successfully delivered to over 800 email addresses each week, with an open rate varying between 350 and 450 per email. This is an opening rate approximately 100% higher than the industry average. The weekly E-newsletter announces upcoming and timely Fan happenings, whether they be art-related, community-related, or safety-related. One advertising opportunity is available in each weekly E-newsletter, its shape must be a banner with dimensions not to exceed 150 pixels high and 600 pixels wide.

FDA E-newsletter advertising: \$50 per E-newsletter, only one blast is sent per week and only one ad will be placed in each email

- We encourage advertisers to include an offer to increase their response rate. Also, studies have shown that consumers begin to respond to a new product or service once they have been exposed to an advertising message at least 3 times, so we encourage (but don't require) our advertisers to run for an extended period of time by offering **substantial discounts** for long-term contracts.
- **The first 12 advertisers to place contracts of \$500 or more** will receive a free "Getting to Know You" article about your business in an upcoming issue of *Fanfare*. Our readers love these articles! (pre-payment required)
- If you are interested in a long-term contract for both print and online advertising, additional discounts may apply. Ask the advertising representative for details.
- Qualifying nonprofit organizations are eligible for a 15% discount from posted rates. Documentation of nonprofit status must be provided in advance.

To advertise, please complete the forms that follow and return them with payment in full.

For questions, please contact Ben Mackey at [advertising@fandistrict.org](mailto:advertising@fandistrict.org), 804-443-0605

## **2017 Fan District Association Advertising Information**



**Step 1: Select which type of advertising you would like to do by checking the boxes associated with it**

Fanfare Magazine Advertising

Publishing Year: April 2017 – November 2017 (three issues, April, August, November)

Additional details regarding deadlines and policies are on the following pages.

Fanfare Issue	Ad Size			
April 2017	<input type="checkbox"/> 1/8 Page \$160	<input type="checkbox"/> 1/4 Page \$265	<input type="checkbox"/> 1/2 Page \$420	<input type="checkbox"/> Full Page \$725
August 2017	<input type="checkbox"/> 1/8 Page \$160	<input type="checkbox"/> 1/4 Page \$265	<input type="checkbox"/> 1/2 Page \$420	<input type="checkbox"/> Full Page \$725
November 2017	<input type="checkbox"/> 1/8 Page \$160	<input type="checkbox"/> 1/4 Page \$265	<input type="checkbox"/> 1/2 Page \$420	<input type="checkbox"/> Full Page \$725

Total cost \$ \_\_\_\_\_

**Deduct 10%** if you are pre-paying for 3 or more issues! \$ \_\_\_\_\_

**Or deduct 20%** if you are pre-paying for all 6 issues! \$ \_\_\_\_\_

Total net cost for *Fanfare* (print) to be paid in full \$ \_\_\_\_\_

E-newsletter Advertising

All advertising via our weekly E-newsletter should be no more than 150 pixels high x 600 pixels wide. Please check with the FDA advertising representative before submitting your contract.

Total cost: \$50 per email

Total net cost for E-newsletter advertising to be paid in full: \$ \_\_\_\_\_

**Step 2: Give us your contact information**

Company Name & Contact:	
Address:	
City, State, Zip:	
Telephone & Fax:	
Email:	
Website:	



**Step 3: Sign and mail your contract with payment**

Total to be paid from previous page \$ \_\_\_\_\_

I agree to the Fan District Association's Advertising Policies, including ad formats and deadlines. I understand that payment must be received in full with the contract along with acceptance of the contract by FDA staff to be included as an advertiser. I understand that if payment is not received in full, I WILL FORFEIT THE CONTRACT. The Fan District Association reserves the right to refuse any contracts. You will receive a confirmation by e-mail from an FDA representative once the paperwork and payment have been received.

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ADVERTISER Signature

Date

Send a check made out in full to "**Fan District Association**" to:

Fan District Association  
Attn: Advertising  
208 N. Strawberry Street  
Richmond, VA 23220



## Advertising Policy and Specs

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The FDA does not design ads for its advertisers. If you need help developing an ad, we can refer you to a graphic designer. Advertisers will be responsible for the additional charges that they incur and for meeting the delivery deadlines. FDA does not handle the billing or collection of fees for the advertising design work. Advertisers are responsible for establishing payment arrangements with the graphic designer.

Ads should be sized in the dimensions outlined below. We will not resize the ad, and we will not be held responsible for placing it in an issue if the dimensions are not correct.

### **Fanfare - Advertising Information**

Placement of ads is at the discretion of *Fanfare* staff. No ads will be placed on the front page, and we do not accept page placement requests. If an ad is not published in the agreed upon issue, *Fanfare* will place a larger ad (one size up) in an upcoming issue.

### **The following ad sizes are available in *Fanfare*:**

1/8 page (HORIZONTAL: 3.75 x 2.438 inches)

1/4 page (HORIZONTAL: 7.5 x 2.438 inches; VERTICAL: 3.75 x 4.875 inches)

1/2 page (HORIZONTAL: 7.5 x 4.875 inches; VERTICAL: 3.75 x 9.75 inches)

Full page (7.5 x 9.75 inches)

### **Fanfare Print Ad Deadlines:**

Issue	Contract & Art Deadline	Distribution Date
April	Feb 1 <sup>st</sup>	April 25 <sup>th</sup>
August	June 1 <sup>st</sup>	August 1 <sup>st</sup>
November	October 1 <sup>st</sup>	November 20 <sup>th</sup>

**Print Ad Format:** Artwork should be supplied in one of the following formats

- Preferred format is hi-res PDF. Other formats JPEG, TIFF, EPS. All fonts should be in either outline form, embedded or rasterized.
- Advertising should be emailed to [advertising@fandistrict.org](mailto:advertising@fandistrict.org)



**Fandistrict.org - Advertising Information**

All artwork must be submitted as a static image that is 150 pixels high and 600 pixels wide.

The contract must include a web address to link the artwork to, which should be listed in the Contacts sections of the contract.

**Creative may be changed out once per month, and must be submitted one week prior to proposed start date.** If more changes are needed, additional fees may apply.

THANKS50

Artwork should be e-mailed to: [advertising@fandistrict.org](mailto:advertising@fandistrict.org)