

*Target over 19,000 Berwyn households & businesses*

### CIRCULATION

# 19,000

English copies mailed to all Berwyn households, Berwyn businesses, and BDC members outside of Berwyn.

# 6,000

Spanish copies mailed to Spanish-preferred Berwyn households and additional copies available at high traffic locations throughout Berwyn.

Both editions also available online at:  
<https://issuu.com/bdcorp>

Coupons are published on **Berwyn.net** and **WhyBerwyn.com** searchable business directory.

### FREE SERVICES

- Four-color printing
- Spanish translation of ad/coupon
- Print coupon advertisers will receive a FREE online coupon, valued at \$115, for the quarter in which the ad was placed.

### AD DEADLINES

#### February Issue – 1st quarter

- Ad deadline: January 19, 2018
- Distribution: Late February

#### April Issue – Community Resource Guide

- Ad deadline: March 9, 2018
- Distribution: Early May

#### July Issue – 3rd quarter

- Ad deadline: June 5, 2018
- Distribution: Mid-July

#### November Issue – 4th quarter

- Ad deadline: September 26, 2018
- Distribution: Early November

### AD PRICING

#### Package Display Ads

**Back Page Package** \$645 **Market Rate** \$810

- Half Page Ad (Back Cover)
- Coupon
- Online (FREE)

**VIP Package** \$580 **Market Rate** \$725

- Half Page (Interior)
- Coupon
- Online (free)

**Executive Package:** \$345 **Market Rate** \$440

- Quarter Page (Interior)
- Coupon
- Online (free)

**Editorial Spread:** \$1,200

- **FOR TIER 6 MEMBERS ONLY**, subject to guidelines
- 2 FULL Pages 8.5" w X 11" h

#### A La Carte Display Ads

- Back Page (half page) \$550 **Market Rate** \$690

- Half Page \$490 **Market Rate** \$615

- Cover Ad \$385 **Market Rate** \$485

- Quarter Page \$260 **Market Rate** \$330

- Coupon/Free Online \$140 **Market Rate** \$175

### AD SPECIFICATIONS

All files must be delivered electronically as high-resolution 300 dpi PDF (preferred) or JPG. Quality of print cannot be guaranteed on files with less than 300 dpi resolution. A template is available for advertiser convenience. Inquire with the BDC about utilizing this option.

**Half Page:** 7.5" w X 5" h

**Quarter Page:** 3.625" w X 5" h

**Cover Ad:** 3.5" w X 2.5" h

**Coupon:** 3.75" w X 2" h

Coupon participants should also email a JPG of their logo or other artwork, which will be resized to fit 225 pixels wide (square art looks best).

### AD DESIGN

Are you looking to advertise in Berwyn Magazine, but don't have an ad designed? The BDC is now offering their design services. This service is **FREE** with ad pre-payment—perfect for those with busy schedules, a small staff or those seeking to amp up their advertisements.

### GUIDELINES

**Pre-payment** is required by the ad deadline date. Cash, check and credit cards are accepted. **Payment** reserves a space, which is available on a first-come first-serve basis. **Preferred Member Rates available to BDC members at Tier 2 or above in good standing only.**

Both print and online coupons must promote a discount on a particular good or service. Coupons are not available for general advertising or to promote continuously available goods or services. The BDC reserves the right to reject or cancel any advertising for any reason at any time.

**Not a member?** Join today! Contact the BDC at 708.788.8100. More info at:  
[berwyn.net/membership-tiers](http://berwyn.net/membership-tiers)

