



get it downtown

Get it Downtown is getting a new look!

Retailers, restaurants, galleries, service providers, and more in Downtown Frederick, Maryland are invited to advertise in the Partnership's annual publication, *Get it Downtown*. This year's publication is getting a new look, with a refreshed, modern design and a new voice.

Advertising in *Get it Downtown* guarantees that your business's story will be seen and read by thousands of people in and around Frederick who are looking to spend their time and dollars here.

2021 MEDIA KIT

Reserve your space early to secure best placement for your advertisement.

FOR MORE INFORMATION
amy@posternagency.com

downtown
frederick
PARTNERSHIP

2021 PRINT ADVERTISING OPTIONS *and* RATES



37,000

**GET IT DOWNTOWN
MAGAZINES TO BE DISTRIBUTED.**



Get it Downtown is a friendly and approachable publication that gives locals and visitors alike an inside look at what makes Downtown Frederick so special and unique. When you advertise in *Get it Downtown*, you're reaching thousands of people who are interested in what you have to offer.

KARA NORMAN

Executive Director,
Downtown Frederick Partnership

Downtown Frederick Partnership wants to tell your business story in either advertorial or display ads.

Postern will work with you to write all the copy necessary for your ad whether it's a display ad or advertorial. We'll also schedule your personal photo session.

WHAT'S AN ADVERTORIAL?

Advertorials appear almost like an article about your business. Each will contain a headline, up to 112 words, photography, contact information, and your logo. Advertorials are offered as full page only.

WHAT'S A DISPLAY AD?

A display ad is a more traditional ad. It consists of a headline, small amount of copy, photography and contact information. Display ads are offered in both full and half page sizes.

DISCOUNTED PRICING

Downtown Frederick Partnership is helping reduce the cost to advertisers in 2021 by offering a discount on the original price. This is made possible through grant funding.

AD TYPE & SIZE (Width x Height; in Inches)	ORIGINAL PRICE	DISCOUNTED PRICE
Full Page Advertorial Trim Size: 8"x8.5" Features an article, your logo, contact information, and one to three photos.†	\$800	\$600‡
Full Page Display Ad Features a few sentences, contact information, and one to three photos.*	\$880	\$500
INSIDE FRONT COVER Trim Size: 8"x8.5"	\$1,400	\$1,400
INSIDE BACK COVER Trim Size: 8"x8.5"	\$1,400	\$1,400
BACK COVER Trim Size: 8"x8.5"	\$2,500	\$2,500
Half Page Display Ad Trim Size: 7.25"x3.718" Features a few sentences, contact information, and one to two photos.*	\$500	\$275

WHAT'S NEW

Display ads will require a brief interview and photoshoot. Advertorials will require a brief interview, photoshoot, and your logo provided to Postern.

*When you book a half page ad, you'll receive two custom photos, but both may or may not appear in the publication. When you book a full page ad, you'll receive three custom photos, but all three may or may not appear in the publication. We request that at least one photo be of the business owner or a key, public-facing team member for all full page ads.

‡First 23 ads are discounted to \$600 because of the Partnership's contribution through grant funding. Once all 23 ads are sold the price subsequent will be the full original cost of \$800.

2021 ADVERTISING CONTRACT

DATE _____

ADVERTISER _____ CONTACT PERSON _____

ADDRESS _____

PHONE _____ EMAIL _____

Get it Downtown Advertising Options

ADVERTORIAL SIZE	DISPLAY AD SIZE		
<input type="radio"/> Full Page: \$600	<input type="radio"/> Half Page: \$275	<input type="radio"/> Inside Front Cover: \$1,400	<input type="radio"/> Back Cover: \$2,500
	<input type="radio"/> Full Page : \$500	<input type="radio"/> Inside Back Cover: \$1,400	
NET COST* \$			

The Advertiser hereby contracts to run the size ad of retail display advertising or advertorial indicated in accordance with the terms and conditions outlined below:

- 1 Acceptance of advertising is subject to the approval of Downtown Frederick Partnership and Postern. Advertiser and/or agency agrees to indemnify and save Downtown Frederick Partnership and Postern harmless from and against any claims or suits, without limitation, based on the content or subject matter of such advertisements. All agreements are subject to contingencies beyond the control of the Downtown Frederick Partnership and Postern, which shall not be liable for damages if for any reason the advertisement is not published. Publisher's liability for error or omissions in the text of any advertisement shall not exceed the cost of the space occupied by the error. The Publisher will assume no responsibilities for errors unless approval of the advertisement is submitted by the ad approval deadline.
- 2 Advertisements will not be canceled without written confirmation from advertiser or advertising agency. Cancellations of contract must be made in writing 30 days before the space deadline. If materials for a confirmed insertion are not delivered by the deadline, Postern

has the right to bill the advertiser for the reserved space.

- 3 If publishing or printing error occurs, publisher's liability is limited to the cost of space occupied by error in ad. Advertiser or authorized agency must notify publisher of any error in writing within 30 days of publishing date.
- 4 Requests for position will be accommodated as space permits at the discretion of the Publisher. Position may be reserved for full page sizes and larger at a 15% premium above the applicable rate on a space-available basis. However, the Publisher reserves the right to determine the actual position and to bill at the regular rates. In no case will the position of an advertisement entitle an advertiser to an adjustment or refund.
- 5 The Publisher will return advertising materials upon written request up to one year after publication date.
- 6 One copy of the publication will be mailed or delivered to each advertiser and each agency without charge.
- 7 Verbal agreements are not recognized. All terms and conditions other than those outlined herein shall be in writing and signed by both the advertiser and the Publisher.

- 8 Guaranteed Preferred Positions add 15% and are only available for full page ads.

TERMS & CONDITIONS

- 1 Payment terms: Unless otherwise noted, invoices are payable net 30 days after invoice date.
- 2 All advertising prices are net.
- 3 Balances unpaid after 30 days of invoice date are subject to 1.5% monthly finance charge.
- 4 Accounts delinquent for 90 days will be placed in collection. For such accounts, advertiser agrees to pay an additional 25% collection charge.
- 5 Billing discrepancies must be reported in writing to your account executive within 10 days of invoice date. After 10 days, invoices will be considered accurate. For such accounts, advertiser agrees to pay an additional 25% collection charge, court cost and reasonable attorney's fees, regardless of whether a lawsuit is initiated.

SIGNATURE _____

DATE _____

Please return to Postern, via email amy@posternagency.com or via fax at 301-631-2901.
Make check payable to Postern, 6 N. East Street, Suite 200, Frederick, MD 21701.

2021 ADVERTISING EXAMPLES

MIDAR BEAUTY BAR



Choe Johnson
OWNER

The Essence of Beauty

Aquia dolorporae rem volorundus asperiam fugiam etusci optatus aut hilaccab imil molor sint fugitatur. Nam dolorpora. Genit. natuscendit quissi libus quid qui nriminada idel et aut quam endie ea qui sediti dellectat eatus core qui

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301.695.5700 • 624 N MARKET ST • @MIDARBEAUTYBAR

8 SHOP DOWNTOWN

Downtown Frederick is where history meets martini bars.

Advertorial Example FULL PAGE

Features an article, your logo, contact information, and one to three photos.

Important Deadlines

PUBLICATION DATE
November 2021

BOOK YOUR SPOT BY
July 19, 2021

ADVERTORIAL LOGO'S DUE
July 21, 2021 to
amy@posternagency.com

PHOTOGRAPHY SESSIONS
June–August 2021

APPROVE YOUR AD BY
September 22, 2021

Display Ad Example HALF PAGE

Features a few sentences, contact information, and one to two photos.

A LIT'LE IRISH, TOO

Gifts of Irish Blessings

Aquia dolorporae rem volorundus asperiam fugiam etusci optatus aut hilaccab imil molor sint fugitatur. Nam dolorporae rem volorundus re reptatele dolorporae lacus minit.

GOOD HEALTH & GOOD LUCK
alittleirishtoo.com

301.378.2340 • 343 N MARKET ST
@ALITTLEIRISHTOO



Sara Smith
OWNER





Marlene England
OWNER

Curious Iguana

CELEBRATE THE LOVE OF READING

Aquia dolorporae rem volorundus asperiam fugiam etusci optatus aut hilaccab imil molor sint fugitatur. Nam dolorporae rem volorundus re reptatele dolorporae lacus minit.

SHOP ONLINE AT
curiousiguana.com

301.695.2500 • 12 N MARKET ST
@CURIOUSIGUANA

downtownfrederick.org • #DowntownFrederick

7

FIND YOUR SIGNATURE LOOK



THIS SEASON

RETRO COLORS
NO HASSLE LAYERING
PIECES
90'S INSPIRED
QUAY AUSTRALIA

PRIVATE SHOPPING APPOINTMENTS AVAILABLE

VELVET LOUNGE

Aquia dolorporae rem volorundus asperiam fugiam etusci optatus aut hilaccab imil molor sint fugitatur. Nam re reptatele dolorporae lacus minit. Equi dolorporae eciae mo et occus cum lumqu.

VISIT US TODAY
velvetloungeboutique.com

301.695.5700 • 203 N MARKET ST • @VELVETLOUNGEBOUQTIQUE

12 SHOP DOWNTOWN

Display Ad Example FULL PAGE

Features a few sentences, contact information, and one to three photos.

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