



Business Membership / Advertising Opportunities

The Oakland Drive / Winchell Neighborhood Association is pleased to now offer **membership** and **advertising opportunities** to its neighborhood businesses!

We now offer **two** ways for businesses to not only participate in the ODWNA as a member, but to reach our neighbors with your message as well:

1) eNews Sponsor *(accepting a maximum of 5 sponsors/year)*

- ★ **Reach over 400 (and growing!) neighborhood households each month**
- ★ **Your Display Ad will be prominently featured in each issue**
- ★ **Link to your business's website included**
- ★ **2x/year, you can offer eNews readers your special promotion/coupon**
- ★ **Listing in the "Business Resources" section on our website**
- ★ **12 month ODWNA Business Membership**

2) Website Sponsor

- ★ **Listing in the "Business Resources" section on our website**
- ★ **Link to your business's website included**
- ★ **12 month ODWNA Business Membership**

Contact the ODWNA at: odwnanews@winchellneighborhood.org
for more information or to sign up

www.WinchellNeighborhood.org

Oakland Drive – Winchell Neighborhood Association ♦ P.O. Box 20061 ♦ Kalamazoo, MI 49019



A great place to grow up and
a great place to grow older

(SAMPLE eNEWS WITH ADS)

Oakland Drive/Winchell Neighborhood Association eNews

JANUARY 2013

Dear Subscriber;

Welcome to the January ODWNA eNews!



NEIGHBORHOOD NEWS

In This Issue

**NEXT ASSOCIATION
MEETING**

**ODWNA BUSINESS
SUPPORTERS**

Click on the ad to
visit their website

**BUSINESS AD
1 of 5**

**BUSINESS AD
2 of 5**



Oakland Drive – Winchell Neighborhood Association
Business Membership/EMAIL NEWSLETTER
Advertisement Agreement

This will serve as the BUSINESS MEMBER/ADVERTISER AGREEMENT between the Oakland Drive – Winchell Neighborhood Association (ODWNA) and the Advertiser on this _____ day of _____, 20____.

Advertiser Business _____ Address _____

Advertiser City, State, ZIP _____

Advertiser Business Phone _____ Advertiser Fax _____

Advertiser's Representative; Name/Title _____

Advertiser's Representative Email _____

- I. Becoming an advertiser in the ODWNA email newsletter (eNews) includes a 12 month business membership in the Association.
- II. All ODWNA business members/advertisers must have either: 1) their business located within the boundaries of the Association, or 2) at least one owner resides within the boundaries of the Association.
- III. ODWNA agrees to display one Banner Ad (approximately 150 X 150 pixels in size and subject to X below), linked to the URL of the Advertiser's website, if applicable, in the Association's eNews for the time frame and frequency indicated below:

- **Time frame:** _____ 12 months _____ **Frequency:** _____ 1ad/month _____

In addition:

- ODWNA agrees to include the advertiser's basic business information (name/address/phone/web address) in text form on the Association's website on its "Business Member" page
- ODWNA also agrees to include **two** additional advertiser offers/coupons (to be placed at the bottom of the eNews) per agreement time frame for each Banner Ad Advertiser. The offer(s) may be of the advertiser's choosing (subject to X below). ODWNA agrees to work with the Advertiser to design the actual coupon.
 - To insure uniform distribution of all Advertiser offers, advertisers will not be allowed to run offers in consecutive months.
 - Due to seasonal demand, ODWNA cannot guarantee specific month(s) for placement of the coupons but will make every effort to accommodate Advertiser requests.

- **Coupon placement - monthly requests:** _____

IV. Advertiser agrees to provide ODWNA with an electronic file of a logo image according to the specifications described below:

- Acceptable logo image formats: .AI (or any vector art), .JPG, .GIF or .PNG
 - ODWNA agrees to design the Banner, with final approval by the Advertiser.
 - This Banner will serve as the Advertiser's Banner for the duration of the agreement.

V. This agreement is non-exclusive, meaning ODWNA may have Banner Ad Advertisers from several parties appearing in its eNews at the same time, with no more than five Banner Ad advertisers in total.

VI. Advertiser agrees to pay ODWNA according to the following:

- **Amount:** _____ \$200/12 months _____
- **Terms:** _____ payable in full _____

VII. Upon the signing of this Agreement and receipt of payment and Banner approval from the Advertiser, ODWNA will include the Advertiser's Banner Ad with URL link (if applicable) in the next scheduled ODWNA eNews and all subsequent eNews issues for the duration of this agreement.

VIII. The Advertiser agrees that any URL hyperlinked from the Banner Advertisement will link **ONLY** to the Advertiser's website.

IX. ODWNA agrees that the Advertiser will retain "first right of refusal" for renewing this agreement through the 11th month of the agreement.

X. ODWNA reserves all rights to determine whether any content submitted is acceptable for use on the Association website. ODWNA may, in its sole discretion, refuse the use of any content. In addition, ODWNA reserves the right to refuse objectionable members, advertisers, products or services which are not consistent with the Association's Statement of Purpose and Constitution (which ODWNA shall have complete discretion to define.)

XI. This Agreement shall not be modified or amended except in writing and signed by both parties.

The parties have caused the Agreement to be executed by their duly authorized representatives, on the date and year written below.

ADVERTISER:

Company Name _____

Authorized By: _____ Title: _____

Signature: _____ Date: _____

Oakland Drive – Winchell Neighborhood Association:

Authorized By: _____ Title: _____

Signature: _____ Date: _____

If applicable, mail signed Agreement and check (payable to "Oakland Drive – Winchell Neighborhood Association") to:

Oakland Drive – Winchell Neighborhood Association
P.O. Box 20061
Kalamazoo, MI 49019



Oakland Drive – Winchell Neighborhood Association
Business Membership/WEBSITE
Advertisement Agreement

This will serve as the BUSINESS MEMBERSHIP/ADVERTISER AGREEMENT between the Oakland Drive – Winchell Neighborhood Association (ODWNA) and the Advertiser on this _____ day of _____, 20____.

Advertiser Business _____ Address _____

Advertiser City, State, ZIP _____

Advertiser Business Phone _____ Advertiser Fax _____

Advertiser’s Representative; Name/Title _____

Advertiser’s Representative Email _____

- I. Becoming an advertiser on the ODWNA website includes a 12 month business membership in the Association.
II. All ODWNA business members/advertisers must have either: 1) their business located within the boundaries of the Association, or 2) at least one owner resides within the boundaries of the Association.
III. Upon the signing of this Agreement and receipt of payment, ODWNA agrees to include the advertiser’s basic business information (name/address/phone/web address with URL link, if applicable) in text form on the Association’s website on its “Business Member” page the duration of this agreement:

- Time frame: _____ 12 months _____

IV. Advertiser agrees to pay ODWNA according to the following:

- Amount: _____ \$45/12 months _____ Terms: _____ payable in full _____

V. The Advertiser agrees that any URL hyperlinked from the Banner Advertisement will link ONLY to the Business Member’s website.

VI. ODWNA reserves all rights to determine whether any content submitted is acceptable for use on the Association website. ODWNA may, in its sole discretion, refuse the use of any content. In addition, ODWNA reserves the right to refuse objectionable members, advertisers, products or services which are not consistent with the Association’s Statement of Purpose and Constitution (which ODWNA shall have complete discretion to define.)

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ADVERTISER:

Company Name _____

Authorized By: _____ Title: _____ Date: _____

Signature: _____ Print Name: _____

Oakland Drive – Winchell Neighborhood Association:

Authorized By: _____ Title: _____ Date: _____

Signature: _____ Print Name: _____

If applicable, mail signed Agreement and check (payable to “Oakland Drive – Winchell Neighborhood Association”) to: Oakland Drive – Winchell Neighborhood Association ♦ P.O. Box 20061 ♦ Kalamazoo, MI 49019