

ALBERTA STREET

DISTRICT GUIDE

2018-2019

Be a part of the first comprehensive annual guide to Alberta Street, published by Alberta Main Street.

Published each summer and featuring maps and directories highlighting all Alberta Street businesses, the guide includes articles and travel tips, things to do, a history of the district, events calendar and a walking tour of the street's public art.

50,000+
COPIES

80+
PAGES

1 YEAR
OF DISTRIBUTION

Alberta Street travel guides will be available at:
 Portland International Airport Welcome Center
 Travel Portland Information Center
 Oregon Convention Center's Information Center
 Alberta Main Street Office
 Area hotels, businesses and AirBnBs



Draft designs

WE WANT TO FEATURE YOUR BUSINESS.

In addition to the business directory, Alberta Main Street will be compiling editorial content featuring businesses and attractions on Alberta Street.

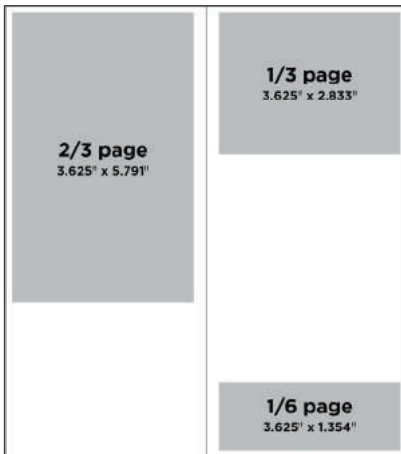
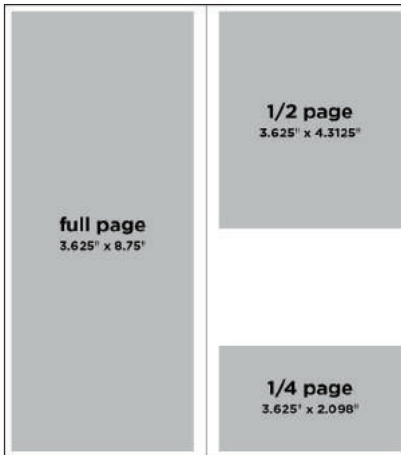
Got great photos of your business, product, customers, or the neighborhood?
 Tag them on Instagram with #AlbertaStreetGuide. If we decide to feature your photo, we'll reach out for high-resolution files and give you a shout-out in the guide.

DISTRICT GUIDE ADS

Alberta Main Street or Alberta Street Fair supporters at the \$500 level and higher receive a 10% discount on advertising.

For ad purchases, contact

Lee Mendelsohn
(503) 799-5709
lee@albertamainst.org



ADVERTISING OPTIONS

Size	2018 Alberta Street Rate <i>Available to businesses on Alberta Street from MLK Blvd to 33rd Ave</i>	2018 General Rate
Full page 3.625"(w) x 8.75"(h)	\$1495	\$1995
2/3 page 3.625"(w) x 5.791"(h)	\$1095	\$1350
1/2 page 3.625"(w) x 4.3125"(h)	\$825	\$1050
1/3 page 3.625"(w) x 2.833" (h)	\$650	\$725
1/4 page 3.625"(w) x 2.098"(h)	\$475	\$595
1/6 page 3.625"(w) x 1.354"(h)	\$325	\$450
Back Cover	\$1695	\$2250
Inside Front Cover	\$1650	\$2195
Inside Back Cover	\$1595	\$2150

DEADLINES

SPACE RESERVATION: May 25, 2018

ALL MATERIALS DUE June 8, 2018

PLEASE EMAIL FILES TO
Liz Grotyohann, Production Coordinator
732-801-1004 | email: liz@albertamainst.org

FILE REQUIREMENTS

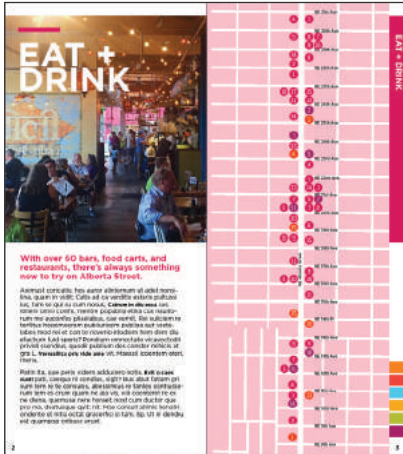
- Only high-resolution PDF files accepted.
- All files should be CMYK, 300dpi at finished size.
- Ads do not bleed.
- Please proofread your ads. Alberta Main Street is not responsible for typographic or file errors in submitted materials. Proofs will not be provided.

AD TIPS:

- Use great, high-resolution images
- Include your menu or specials
- Add a coupon or special offer

DIRECTORY LISTINGS

All businesses on Alberta Street are included in the directory for **FREE**. Upgraded listings and placement in multiple categories are available.



BASIC LISTING

- Business Name**
1234 NE Alberta St.
503-123-4567
website.com

UPGRADED LISTING

- Business Name**
This is an example of upgraded listing text, up to 70 characters of copy.
1234 NE Alberta St.
503-123-4567
website.com

PREMIUM LISTING

- PHOTO**
1.125"(w) x
0.75" (h)

Business Name
This is an example of expanded listing text, up to 70 characters of copy.
1234 NE Alberta St.
503-123-4567
website.com

LISTING OPTIONS

2018 Alberta Street Rate
Available to businesses on Alberta Street from MLK Blvd to 33rd Ave

Basic Listing Business Name, Address, Phone and Website*	FREE
Upgraded Listing Basic Listing + Description Up to 70 characters of text	\$75
Premium Listing Upgraded Listing + Photo 1.125"(w) x 0.75" (h)	\$150
Additional Listing Repeat listing in an additional category	\$100 for Basic Listing (upgrade fees as outlined above)

DEADLINES

LISTING CONTENT DUE: May 25, 2018

Go to <http://albertamainst.org/?p=12210> to submit your listing and payment

EMAIL UPGRADED AND PREMIUM LISTING MATERIALS TO
Liz Grotyohann, Production Coordinator
732-801-1004 | email: liz@albertamainst.org

FILE REQUIREMENTS

- Premium listing images should be 340px wide x 225px tall
- Images of different size will be cropped to fit.

CATEGORIES INCLUDE:*

- | | |
|---------------------------|-----------|
| Art | Lodging |
| Community / Non-Profit | Nightlife |
| Eat + Drink | Services |
| Health, Wellness + Beauty | Shopping |

* Additional information may be collected and included for some categories. Alberta Main Street reserves the right to alter category naming or combine categories before publication based on the number and type of submissions received.

VACATION RENTAL LISTINGS

A limited number of spaces are available in the Lodging listings for short-term, accessory vacation rentals and AirBnB units.



BASIC LISTING

- Your Vacation Rental**
201x-xxxxxx-000-00-HO
NE 17th & NE Alberta St.
airbnb.com/
rooms/12345678

UPGRADED LISTING

- Your Vacation Rental**
This is an example of upgraded listing text, up to 70 characters of copy.
201x-xxxxxx-000-00-HO
NE 17th & NE Alberta St.
airbnb.com/
rooms/12345678

PREMIUM LISTING

- PHOTO**
1.125"(w) x
0.75" (h)

Your Vacation Rental
This is an example of expanded listing text, up to 70 characters of copy.
201x-xxxxxx-000-00-HO
NE 17th & NE Alberta St.
airbnb.com/
rooms/12345678

LISTING OPTIONS

Size 2018 Rate

Basic Listing
Includes: Lodging Name, Address (nearest intersection), Short-term rental license number and Website
Inclusion on map if in immediate neighborhood \$100

Upgraded Listing
Basic Listing + Description
Up to 70 characters of text \$175

Premium Listing
Upgraded Listing + Photo
1.125"(w) x 0.75" (h) \$250

All listings receive free copies of the Alberta Street Guide for distribution

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