

# DOWNTOWN CROWD

FEATURING



**MILITARY MATTERS**  
AN ARMED FORCES NEWS SECTION



NEWS • ART • MUSIC • ENTERTAINMENT • LIFE

**OVERVIEW** Pensacola's *Downtown Crowd* is a unique entertainment publication and is the only one to target the thriving downtown area. It reaches the business and residential communities of downtown Pensacola by featuring news, entertainment, events, art, new businesses, restaurants, and shopping. It is a free, widely distributed, monthly publication.



## AUDIENCE

The readership of the *Downtown Crowd* is vast and growing. Readers include visitors and Pensacolians of all ages, ethnicities and social brackets. Our market is younger and older readers with time and money to spend in the downtown area.

Our online reach is substantial, with 1,600 weekly readers on [DowntownCrowd.com](http://DowntownCrowd.com) and weekly social media post impressions of 6,060.



## DISTRIBUTION

15,000–23,000 copies are distributed at 450 different locations in Pensacola, Pensacola Beach, Gulf Breeze, Pace, Milton and Perdido Key.



## DEADLINES

Finalized ads are due the 18th of the month prior to publication unless otherwise specified. Materials and instructions for ad builds are due no fewer than 3 days before the set ad deadline.



## MILITARY IMPACT

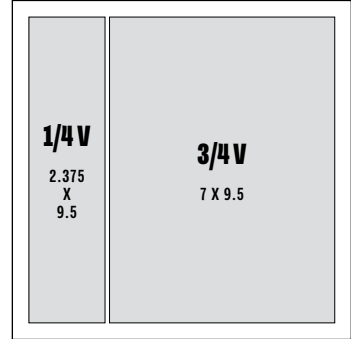
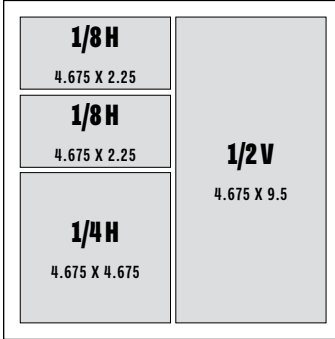
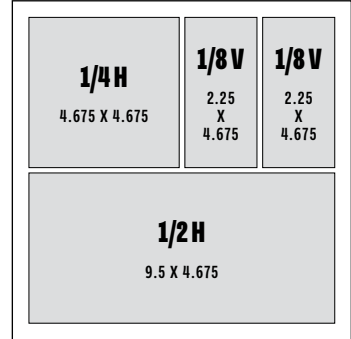
- Regional Economic Impact – **1.2 billion**
- Military Community includes military, civilian and contract
- The Navy is the **largest employer** in Northwest Florida
- Working on base – **16,000** military and **7,400** civilian
- Over **35,000 military retirees** call Pensacola home



Notes:

## RATES & AGREEMENT

Size	1 mo.	3 mo.	6 mo.	9 mo.	12 mo.
Full Page	\$1394	\$1264	\$1119	\$1050	\$954
3/4 Page	825	692	668	637	615
1/2 Page	714	639	574	536	494
1/4 Page	369	331	294	274	259
1/8 Page	210	194	174	159	149
Back Cover	1499				



**RATES:** Rates are Agency Commissionable to authorized agencies where placement originates. Rates above are per month, per insertion. First time advertisers must pay half of the first insertion at proofing. The remainder of first insertion will be billed at publication time. Each insertion thereafter will be billed at publication time.

**COMPOSITION:** Ad composition fee of \$50 minimum. Ads built by Ballinger Publishing's in-house design team may undergo a maximum of 3 proofs at the discretion of the designer. **Ads should be built to 100% of their actual size at a resolution of 300ppi.**

**SUBMISSION:** Content for ad builds should be sent to the designer no fewer than 3 days before the set ad deadline. Please submit your high resolution ad to [garrett@ballingerpublishing.com](mailto:garrett@ballingerpublishing.com).

## Advertising Agreement

It is agreed that you are authorized to place advertisements in **DOWNTOWN CROWD**.

Advertiser (Corporate) Name	Billing Address
Advertiser Email	Billing Email
Phone #	Advertising Agency & Contact Info

Ad Size	Horizontal or Vertical	Build/Print Ready/ Re-Run/Revise	# of Issues	Starting Date
Gross Rate Per Insertion	Agency or Other Discount	Net Per Insertion	Contract Total	

**Credit Card**

CC Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Code: \_\_\_\_\_

Signature: \_\_\_\_\_

**TERMS:** It is agreed that BALLINGER PUBLISHING may not raise the stated advertising rates during the period of this contract, nor may the Advertiser cancel during the agreed term of this contract without a shortrate. **SHORTRATE:** If a cancellation must be made by the Advertiser, a letter of cancellation must be received by the Publisher 45 days prior to the issue date of the next publication. Shortrate will be billed at a frequency rate according to the number of insertions in the *Pensacola Downtown Crowd* the advertiser has actually accrued. In the event that litigation is initiated, the contract will be forced through the completion of contract whether or not all of the insertions were actually run. All camera-ready materials submitted to the Publisher are accepted upon the express condition that the Advertiser agrees to hold the Publisher harmless from any and all claims arising out of or relating to copy, copyrights, trademarks or mistakes in ad either photographic or copy, or that the use of any name or other material in any advertisements that is illegal, unauthorized or damaging in any way to any person or name or other legal entity. Billing is due upon receipt. All contracted advertising will be billed in advance. Balances unpaid after the 30<sup>th</sup> of the month are subject to a 1½% per month (18% annually) finance charge. The Advertiser agrees to pay a finance charge of 1½% per month (18% annually). The advertiser agrees to pay all legal fees, court and/or collection costs on balances delinquent over 30 days.

Advertiser Authorized Signature	Advertiser Authorized Signature (printed)	Date
---------------------------------	---	------