



MAIN STREET  
AMERICA®

# Media Kit 2024

Explore advertising opportunities  
with Main Street America.





## MAIN STREET AMERICA'S PURPOSE AS AN ORGANIZATION

Main Street America leads a collaborative movement with partners and grassroots leaders that advances shared prosperity, creates resilient economies, and improves quality of life through place-based economic development and community preservation in downtowns and neighborhood commercial districts across the country.

Our vision is that everyone has access to an inclusive and resilient Main Street – a place that has a thriving local economy, is distinctive and rich in character, and features welcoming spaces and diverse businesses for residents and visitors alike.



**2,400**

Size of Our Total  
Member Audience

**40+**

Years Revitalizing  
Downtowns and  
Neighborhood  
Commercial Districts

**\$101.58**

Billion Reinvested  
into Communities

### MSA Readers are Engaged Readers

- 40,000+ Email Clicks Annually
- 230,000+ Email Opens Annually

- 670K Average Webpage Visitors Annually
- 47,000 Social Media Followers

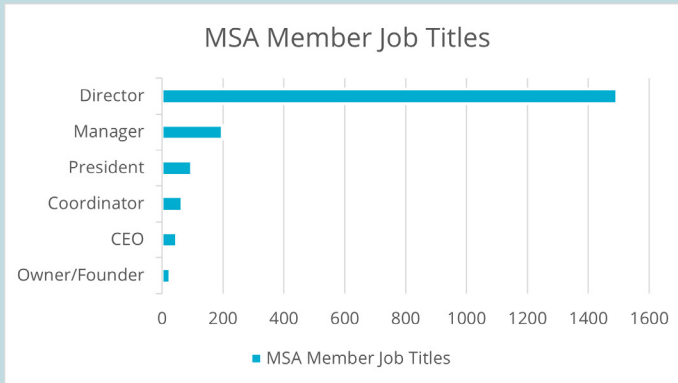
For more information on Main Street America's audience, reach out to Manager of Marketing & Outreach, Liz Shenk, at [lshenk@mainstreet.org](mailto:lshenk@mainstreet.org).

# WHY ADVERTISE WITH MSA

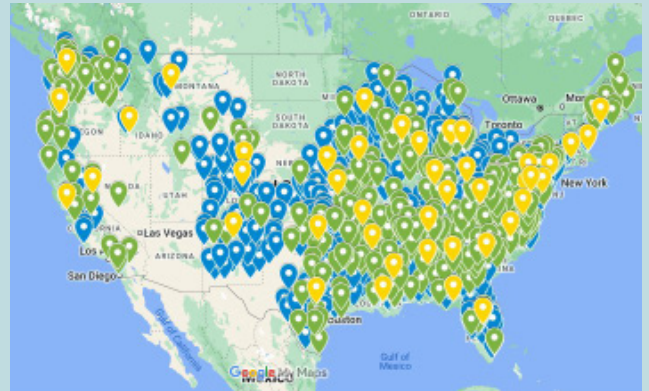
Place your ad in one of our three digital e-newsletters, delivered on a weekly or quarterly basis to over 11,000 subscribers, to **reach a highly engaged audience of influential, well-connected community development professionals.**

## Connect with Community Leaders and Decision Makers

**MSA members are leaders in their communities.**

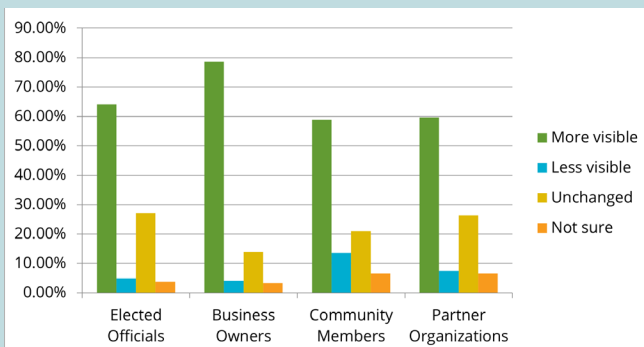


**MSA members have influence across the United States**



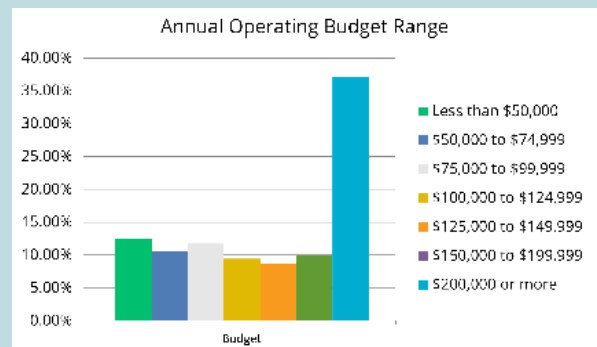
**MSA members' influence is growing in their communities.**

**Our members' visibility has increased** in recent years, especially amongst elected officials and business owners.\*



**MSA members have healthy and growing budgets.**

**Over 60% of our members report their budgets increasing or staying the same.\***



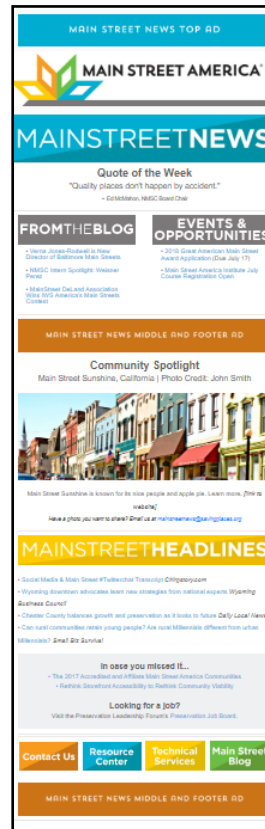
\*Data collected from 2021 Member Trends Survey

## Main Street News

Main Street News is our popular weekly member e-newsletter. It's filled with noteworthy information about Main Street America events, opportunities, resources, and member benefits. Survey results show this e-newsletter is our top-rated member benefit.

### By The Numbers:

- Distributed weekly to over 2,600 downtown and commercial district revitalization professionals across the country.
- In 2022-2023, open rate of 42% and click rate of 6.35%.



◀ Top Ad Placement

◀ Middle Ad Placement

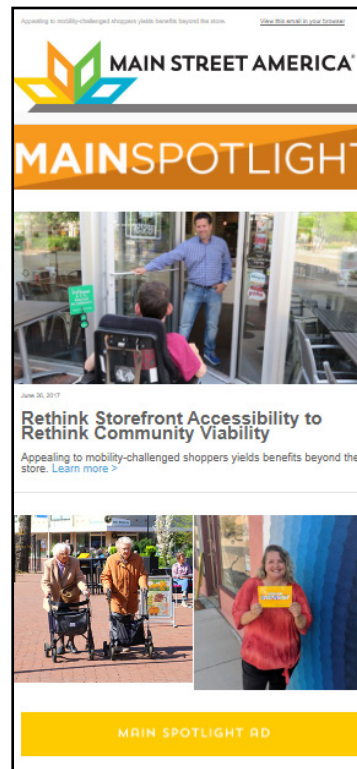
◀ Footer Ad Placement

## Main Spotlight

Main Spotlight is our deep-dive digital outreach email distributed weekly to our members and extended network. Main Spotlight highlights new resources, how-to guides, success stories, and projects relevant to the commercial district revitalization professionals. Advertisers also receive social media and blog mentions.

### By The Numbers

- Distributed weekly to over 11,200 downtown and commercial district revitalization professionals across the country.
- In 2022-2023, average open rate of 35% and click rate of 2.8%



◀ Sole Sponsorship Ad Spot

## Preferred Format

### Main Street News

Placements: 9 placements per quarter - No sole sponsorship

Dimensions:

2292 x 296 px for middle or footer ad placement

1167 x 150 px for top placement

### Main Spotlight

Placements: 9 placements per quarter - Sole sponsorship

Dimensions: 1167 x 150 px

High Resolution .jpg or .png with all fonts and art embedded.  
All images must be set to RGB and at a high resolution (300 dpi).

## NEW! Annual and Bi-Annual Rates

### Ad Rates

#### Allied Member Pricing

##### Quarterly

**Main Street News**

\$1100 (top) | \$760 (middle) |  
\$580 (footer)

**Main Spotlight**

\$1400

##### Bi-Annual (10% Discount)

**Main Street News**

\$1980 (top) | \$1370 (middle) |  
\$1000 (footer)

**Main Spotlight**

\$2520

##### Annual (20% Discount)

**Main Street News**

\$3520 (top) | \$2450 (middle) |  
\$1860 (footer)

**Main Spotlight**

\$4480

#### Non-Allied Member Pricing

##### Only Available Quarterly

**Main Street News**

\$1400 (top) | \$950 (middle) |  
\$720 (footer)

**Main Spotlight**

\$1600

## SUBMIT AN AD REQUEST

To submit a request to advertise, fill out the Advertising Request form on our website at [mainstreet.org/advertise](https://mainstreet.org/advertise). All ads are accepted on a first-come, first-served basis.

Once you submit an Advertising Request Form online, our staff will get back to you within 5-7 business days to confirm your preferred placement, or to suggest another placement if your preferred ad spot is not available. Note that ads requests are accepted on a first-come, first-serve basis.

If your request is approved, you will receive an invoice and payment instructions. Please keep the deadline schedule below in mind when submitting your Advertising Request Form.

**Note that you are not guaranteed an ad spot until payment and materials are received. You will receive a confirmation email when all materials have been received. If payment and materials are not submitted by the deadline, the ad spot will be opened up to another advertiser.**

To increase your chance of securing your preferred ad spot(s), fill out the Advertising Request form as soon as possible, as ads are accepted on a first-come, first-served basis.

Fill out the form here: [mainstreet.org/advertise](https://mainstreet.org/advertise).

## 2024 Deadline Schedule

All ads are accepted on a first-come, first-served basis. All ad requests must be submitted using the Advertising Request form found at [mainstreet.org/advertise](https://mainstreet.org/advertise).

### Deadline to Submit Ad Requests

Annual: Fri., Dec. 15, 2023  
Bi-Annual (Q1 & Q2): Fri., Dec. 15, 2023  
Bi-Annual (Q3 & Q4): Fri., June 21, 2024

Q1: Fri., Dec. 15, 2023  
Q2: Fri., March 22, 2024  
Q3: Fri., June 21, 2024  
Q4: Fri., Sept. 20, 2024

### Deadline to Submit Artwork

Annual Ads: Fri., Dec. 22, 2023  
Bi-Annual (Q1 & Q2): Fri., Dec. 22, 2023  
Bi-Annual (Q3 & Q4): Fri., June 28, 2024

Q1: Fri., Dec. 22, 2023  
Q2: Fri., March 29, 2024  
Q3: Fri., June 28, 2024  
Q4: Fri., Sept. 27, 2024

## 2024 MSA Advertising Terms & Conditions

### 1. Agreement to Terms:

Submission of a signed insertion order for placement of an advertisement in Main Street News or Main Spotlight constitutes the advertiser's acceptance and agreement to these Terms and Conditions. Provisions or conditions in an order form or other document that conflict with these Terms and Conditions are null and void. The organization reserves the right to revise these Terms and Conditions at any time without prior notice.

### 2. Payments:

Payment can be made via check or credit card/PayPal. Payment is due upon receipt of the invoice.

### 3. Cancellation and Changes:

Main Street America reserves the right to reject or cancel any advertisement or ad order at any time and for any reason. If an order is canceled for a default in payment, then charges for all advertisements published as of the cancellation date shall be immediately due and payable. Advertisers may not make changes to advertisements more than once per quarter. Advertisers may not cancel orders more than seven (7) days before publication. Claims for defects, damages, or shortages must be made by the customer in writing within a period of fifteen (15) days after the publication date. Ad placement will be confirmed with the receipt of payment and materials. Advertisers are not guaranteed an ad spot until payment and materials are received. Advertisers will receive a confirmation email when all materials have been received. If payment and materials are not submitted by the deadline, the ad spot will be opened up to another advertiser. Advertisers must be approved for an ad space via the Advertising Request Form to secure an ad spot.

### 4. Limitation of Liability:

Main Street America is not liable for any failure or delay in publishing, or circulating any editions of Main Street News or Main Spotlight, or arising from, an act of God, accident, fire, strike, act of war, or other occurrence beyond Main Street America's control. Main Street America's liability for any error or omission for which it may be held legally responsible shall not exceed the cost of the advertisement affected by the error or omission. Main Street America shall not be liable for any indirect, consequential, special, or incidental damages.

### 5. Miscellaneous:

a. Advertisers and their agencies jointly and severally represent and warrant that each advertisement submitted by them for publication in Main Street America does not violate any law or infringe on the right of any party. Advertisers and their agencies jointly and severally agree to indemnify and hold Main Street America harmless from and against any loss, liability, claim, damage, and related expense (including attorneys' fees) arising from the breach or alleged breach of the foregoing representations or warranties.

b. Main Street America's acceptance of an advertisement for publication in Main Street News or Main Spotlight does not constitute an endorsement of the product or service advertised.

c. Advertising is accepted for publication on the condition that the advertiser and agency shall not make any promotional reference to Main Street America without prior written permission from Main Street America, or pursuant to an existing separate written agreement.

d. Main Street America reserves the right to include the word "advertisement" or the phrase "special advertising section" or other similar wording on any advertisements that, in Main Street America's sole opinion, resemble editorial matter.

### 6. Advertising Policy:

All advertising is subject to Main Street America's approval in its sole discretion. Main Street America is not responsible for errors in type set by Main Street America or for omission of an advertisement. In the event of an omission, Main Street America will refund the cost of the advertisement as advertiser's sole remedy. Positioning is not guaranteed unless confirmed in writing. Advertisers and agencies assume liability for all content of advertisements and assume responsibility for any claims arising there from made against Main Street America. Rates are subject to change without notice.



## Questions?

For questions about MSA Advertising, contact:

Liz Shenk, Manager of Marketing & Outreach

lshenk@mainstreet.org

(312) 610-5610, ext. 5610

For general inquiries, contact:

P 312.610.5613

F 202.588.6050

info@mainstreet.org

The National Main Street Center, Inc.

53 West Jackson Blvd., Suite 350

Chicago, IL 60604

Take the opportunity to build awareness about your brand, expand into new audiences, and grow your business by placing an ad in one of Main Street America's digital publications.

To learn more, visit [mainstreet.org/advertise](https://mainstreet.org/advertise).

