



**MAIN STREET
AMERICA®**

Media Kit 2025

**Explore advertising opportunities
with Main Street America.**



OUR MISSION AND VISION

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.



1,600

Member
Communities

45

Years Strengthening
& Reenergizing
Downtowns and
Neighborhood
Commercial Districts

\$107.62

Billion Reinvested
into Communities

MSA Readers are Engaged Readers

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

- 670K Average Webpage Visitors Annually
- 70,000 Social Media Followers

For more information on Main Street America's audience, reach out to Senior Manager of Marketing & Outreach, Liz Shenk, at Ishenk@mainstreet.org.

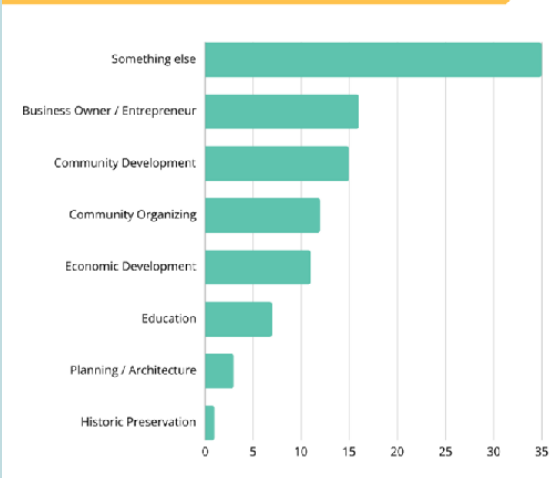
WHY ADVERTISE WITH MSA

Place your ad in our podcast or one of our e-newsletters, delivered on a weekly or quarterly basis to up to 15,000 subscribers to **reach a highly engaged audience of influential, well-connected community development professionals.**

Audience Demographics

Learn about Main Street America's national network of community leaders and decision makers through our 2024 Member Trends Survey results below.

PROFESSIONAL BACKGROUNDS OF MAIN STREET DIRECTORS



MAIN STREET DISTRICT CHALLENGES



WHAT GEOGRAPHIES ARE REPRESENTED IN THE TRENDS SURVEY FINDINGS?



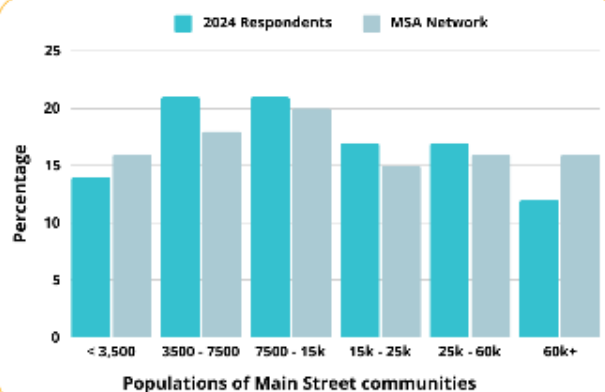
RURAL (59%)



SUBURBAN (20%)



URBAN (16%)



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 3,000 downtown and commercial district revitalization professionals across the country.
- In 2024, open rate of 43% and click rate of 7.9%.



◀ Top Ad Placement

◀ Middle Ad Placement

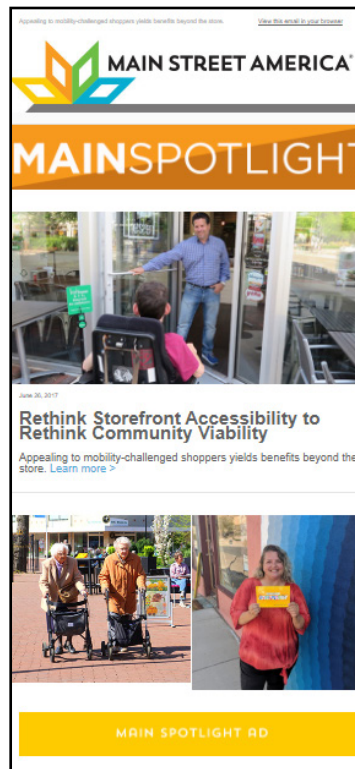
◀ Footer Ad Placement

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 12,300 downtown and commercial district revitalization professionals across the country.
- In 2024, average open rate of 39% and click rate of 4.3%



◀ Sole Sponsorship Ad Spot

Main Street Business Insights

Since September 2023, Main Street America's Chief Innovation Officer Matt Wagner, PhD, has hosted a weekly podcast highlighting the success stories and wisdom of Main Street business owners and economic development leaders.

This year, for the first time ever, we're inviting advertisers to promote their products and goods on the podcast. Get your brand in front of thousands of listeners and viewers every week in this dynamic, multi-media format.

NOTE: This option is available ONLY for advertising products and goods, not services.

By The Numbers:

- 76,000+ total downloads and views across all podcast platforms.
- Over 40 episodes published featuring small business owners and economic development leaders across the globe.

▼ 30-second ad spots available now!



MAIN STREET
BUSINESS
INSIGHTS



MAIN STREET
AMERICA

NEW INSIGHTS
EVERY WEEK



Required 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).

Main Street Business Insights

Placements: 9 placements per quarter - No sole sponsorship

Audio File Requirements: Submit script for 30-second ad (typically 75-85 words) to be read by on-air host.

Ad Rates

Allied Member Pricing

Quarterly

Main Street News

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

Main Spotlight

\$1400

Business Insights Podcast

\$480

Bi-Annual (10% Discount)

Main Street News

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

Main Spotlight

\$2520

Business Insights Podcast

\$860

Annual (20% Discount)

Main Street News

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

Main Spotlight

\$4480

Business Insights Podcast

\$1500

Non-Allied Member Pricing

Only Available Quarterly

Main Street News

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

Main Spotlight

\$1600

Business Insights Podcast

\$600

SUBMIT AN AD REQUEST

To submit a request to advertise, fill out the Advertising Request form on our website at 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.

2025 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.

Deadline to Submit Ad Requests

Annual: Fri., Dec. 27, 2024
Bi-Annual (Q1 & Q2): Fri., Dec. 27, 2024
Bi-Annual (Q3 & Q4): Fri., June 20, 2025

Q1: Fri., Dec. 27, 2024
Q2: Fri., March 21, 2025
Q3: Fri., June 20, 2025
Q4: Fri., Sept. 19, 2025

Deadline to Submit Artwork

Annual Ads: Fri., Jan. 3, 2025
Bi-Annual (Q1 & Q2): Fri., Jan. 3, 2025
Bi-Annual (Q3 & Q4): Fri., June 27, 2025

Q1: Fri., Jan. 3, 2025
Q2: Fri., March 28, 2025
Q3: Fri., June 27, 2025
Q4: Fri., Sept. 26, 2025

2025 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, Senior 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

Main Street America

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.

