

bellevue DOWNTOWN

A Publication of the Bellevue Downtown Association

Your Downtown Bellevue Resource!

A magazine and website tailored for Eastside residents, workers and visitors.

The Bellevue Downtown Association is excited to present ***Bellevue Downtown***, downtown's official "what's happening" guide for 2006. The publication and website is your definitive resource for working, living, shopping, visiting, and entertaining in and around downtown Bellevue.

Bellevue Downtown is *the* source for entertainment, events, dining, shopping, culture, and living opportunities in Downtown Bellevue.

Bellevue Downtown features articles profiling people, companies, and spaces as an invitation to "Discover Downtown."

Bellevue Downtown offers its readers interesting editorial pieces to enhance their lifestyles as residents, visitors or employees downtown.

Combined Magazine and Website

The quarterly full-color 12-16 page magazine is distributed free across the Eastside. The online publication mirrors the format of the magazine with deeper content, a quarterly downtown events calendar, and links to advertisers, residential properties, and other Bellevue community partner sites. The site is housed on the Bellevue Downtown Association's official web site, www.bellevuedowntown.com.

2006 Schedule

Bellevue Downtown will be published quarterly in 2006 as follows:

Issue #1 – **February 28**

Issue #2 – **May 30**

Issue #3 – **August 29**

Issue #4 – **November 21**

Space reservations must be made 6 weeks prior to publication and artwork is due 4 weeks prior to publication.

2006 Editorial Schedule

Every issue of Bellevue Downtown will be filled with articles and information centered on four themes that highlight the unique experience of living, working, shopping and visiting Downtown Bellevue, including: **Culture, Entertainment, Shopping, and Living.** These themes will be complemented by stories that reveal the people and places shaping our community.

In addition, every issue in 2006 will feature a special **pullout guide** that highlights destinations, restaurants, shopping, and activities located in and around downtown.

Issue #1: Downtown Night Life Issue

- Features the first Annual Bellevue Downtown Night Life Guide, the only source you'll need to find out what's happening after 5 in Downtown Bellevue including hot spots and happy hours, theatres, art exhibits, live music, activities and much more.

Issue #2: Destination Bellevue and Beyond Guide Issue

- Features the Annual Destination Bellevue and Beyond Guide, including fun places to visit and things to do in Bellevue and the greater Eastside, such as wineries, hot air balloons, recreation, parks and more.

Issue #3: Downtown Restaurant Guide Issue

- Features the Annual Bellevue Downtown Restaurant Guide, with over 140 restaurants.

Issue #4: Downtown Shopping Guide Issue

- Features the Annual Bellevue Downtown Shopping Guide, a directory of the best places to shop in Downtown Bellevue.

Every edition will also include the following sections: Discover Downtown, spotlighting tenants at Downtown's most notable high rises; Downtown Life, an interview with a Downtown Bellevue resident; Haute Picks event listings; and more!

Circulation and Distribution

Total Circulation

70,000 Magazine distribution plus an addition 30,000 guide over-runs for hotels

Distribution

Bellevue Downtown is targeted to Bellevue and Eastside residents, workers and visitors through the following channels:

43,500 copies circulated through the Seattle Times & Seattle PI to Eastside subscribers in cities including Bellevue, Medina, Mercer Island, Redmond, Issaquah, Kirkland, Woodinville and Sammamish. (Circulation numbers subject to change)

18,000 copies distributed through:

- Over 20 major office buildings in Bellevue
- Bellevue Square and select downtown restaurants and retailers
- City of Bellevue City Hall and community centers, Bellevue libraries, Meydenbauer Center, Bellevue Downtown Association and Bellevue Chamber of Commerce
- Downtown Bellevue apartments and condominiums
- Residential and commercial real estate brokers
- Bellevue annual community events (Bellevue Live jazz series, Live at Lunch summer concerts, Bellevue Family 4th, Arts Fair, Magic Season)
- Bellevue Downtown Association member meetings
- A minimum of 10 Bellevue hotels

8,500 copies direct mailed to:

- Bellevue and Medina residents (98004 and 98039 zip codes)
- Bellevue Downtown Association members and mailing list

30,000 Additional Guide Circulation through Bellevue Hotels

An additional 30,000 copies of the Night Life, Destination, Restaurant and Shopping Guides are distributed through ten Bellevue hotels as an in-room brochure and through the Meydenbauer Center to major convention groups. Bellevue hotels include: Hyatt Regency Bellevue, Bellevue Club, Doubletree Bellevue, Bellevue Sheraton, Ramada, Coast Hotel Bellevue, Courtyard by Marriott, Red Lion Bellevue, Embassy Suites Bellevue and Silver Cloud Inn Bellevue.

Website

Every issue of Bellevue Downtown magazine and each of the guides are displayed online year-round on bellevuedowntown.com.

Advertising Rates and Space Reservation Form

Frequency Discounts: Advertisers running more than one ad during a calendar year will receive a discount. 2x (save 5% per ad); 3x (save 10%); 4x (save 20%)

Print and on-line: Rates include ad visibility in both the print and on-line versions of *Bellevue Downtown* and the guides.

Business listings in guides: To guarantee your business is listed in any of the 2006 Guides, your business must advertise or be a member of the Bellevue Downtown Association.

Regular Magazine Ad Rates (70,000 circulation)

Full Page Ad (Only available to BDA Members)	BDA Member rates: <input type="checkbox"/> Inside Front and Back Cover Placement \$5,000 <input type="checkbox"/> Inside Back Cover Placement \$4,600 <input type="checkbox"/> General Placement \$4,000
1/2 Page Ad (7.63" x 4.87")	<input type="checkbox"/> BDA Member rate \$2,240 <input type="checkbox"/> Non-Member \$2,800
1/4 Page Ad (3.7"x 4.87")	<input type="checkbox"/> BDA Member rate \$1,200 <input type="checkbox"/> Non-Member \$1,500
1/8 Page Ad (3.7" x 2.19")	<input type="checkbox"/> BDA Member rate \$640 <input type="checkbox"/> Non-Member \$800
1/16 Page Ad (1.75" x 2.19")	<input type="checkbox"/> BDA Member rate \$360 <input type="checkbox"/> Non-Member \$450
I want to join the BDA	<input type="checkbox"/> Membership rates start at \$250 per year. **

Magazine plus Guide Ad Rates (100,000 circulation) Includes hotel in-room placement

Issues #1-4: Night Life, Destination, Restaurant and Shopping Guides

Full Page Ad (Only available to BDA Members)	BDA Member Rates: <input type="checkbox"/> Inside Front and Back Cover Placement \$5,000 <input type="checkbox"/> Inside Back Cover Placement \$4,600 <input type="checkbox"/> General Placement \$4,000
1/2 Page Ad (7.63" x 4.87")	<input type="checkbox"/> BDA Member rate \$2,576 <input type="checkbox"/> Non-Member \$3,220
1/4 Page Ad (3.7" x 4.87")	<input type="checkbox"/> BDA Member rate \$1,380 <input type="checkbox"/> Non-Member \$1,725
1/8 Page Ad (3.7" x 2.19")	<input type="checkbox"/> BDA Member rate \$736 <input type="checkbox"/> Non-Member \$920
1/16 Page Ad (1.75" x 2.19")	<input type="checkbox"/> BDA Member rate \$414 <input type="checkbox"/> Non-Member \$517
I want to join the BDA	<input type="checkbox"/> Membership rates start at \$250 per year. **

** Call the BDA at (425) 990-3095 to confirm your membership rate.

Advertising Rates and Space Reservation Form (cont.)

Please complete this form with your business information.

I would like to advertise in (circle applicable issues): #1 night life guide; #2 destination guide; #3 restaurant guide; #4 shopping guide	
Business Name	Primary Contact Name
	Signature
Address (as you would like it listed in the guide)	
Telephone	Email
Website	Address for billing (if different from above-listed address)

Artwork specifications will be provided to you once you reserve your space.

Advertising Deadlines:

Issue #1 – Night Life Guide – February 28 Release

January 17 space reservation / January 31 artwork deadline

Issue #2 – Destination Guide – May 30 Release

April 18 space reservation / May 2 artwork deadline

Issue #3 – Restaurant Guide – August 29 Release

July 18 space reservation / August 1 artwork deadline

Issue #4 – Shopping Guide – November 21 Release

October 10 space reservation / October 24 artwork deadline

Fax both pages of this space reservation form to 425-646-6634 Attn: Jennifer Fischer

For more information contact:

Jennifer Fischer, Marketing and Sponsorship Manager

425-990-3095

Jennifer@bellevuedowntown.org