

Business Promotions and Advertising Information



The Bowmanville Community Organization (BCO) offers local businesses a variety of effective ways to promote their products and services while supporting our activities and community. These advertising, sponsorship, marketing, and contribution opportunities are described below.

Bowmanville is a neighborhood of 1,500+ households in the 40th Ward on Chicago's north side, directly west of Andersonville. It is bounded by Ravenswood Avenue on the east, Western Avenue on the west, Foster Avenue on the south, and Rosehill Cemetery on the north.

We would welcome the opportunity to talk to you about the following ways to support the BCO while promoting your business. Please contact bco+ads@bcochicago.org for more information.

- **Advertise with us:** You can run ads in our quarterly *Bowmanville Bee* newsletter and/or our Annual Garden Walk program booklet. See the next page for details.
- **Make in-kind donations:** You can help us with donations of goods and services, such as printing, entertainment, food, event supplies, event venues, and garden landscaping.
- **Host a booth at the Bowmanville Summer Social:** We'd love to have you be part of the local marketplace at this popular event. Artists, craftspeople, and businesses can host booths for the low cost of \$15/booth. Bring your own table and canopy. The Summer Social takes place in mid-August on the west side of Ravenswood Avenue, between Balmoral and Farragut.
- **Sponsor one of our other events:** Sponsorship opportunities are available for the BCO Garden Walk, Open Community Meetings, and other social or community events. We can work with you on what makes sense for your business, whether it is a paid sponsorship, providing space for an event, or giving food, goods, or services.
- **Help feed our gardeners:** We are looking for businesses and individuals to help us feed our garden volunteers by sponsoring a Garden Workday or Earth Day cleanup. We have 5-20 people in our community gardens and green spaces on workdays and need to sustain them with food and drinks while they are working. Sponsors will be recognized at the workday event, on our website, and in our newsletters and other communications.
- **Contribute money or time to the BCO:** Cash donations and volunteers are always welcome! Examples of projects that businesses have supported in the past include the BCO GreenSpace on Bowmanville Avenue, the Berwyn Pedway Mural, and garden development. An annual contribution to the BCO keeps these and other programs going.
- **Speak at an Open Meeting:** We often have guest speakers on topics of interest to our residents. This can include people from local businesses talking about what they do for our community.
- **Suggest another idea:** We'd love to hear from you about other ways you can support the BCO while promoting your business. Please contact bco+ads@bcochicago.org or president@bcochicago.org to find the best way for us to work together.

Supporters are recognized at BCO events, in our newsletters, and on our website and Facebook page, and BCO members are encouraged to patronize supporting businesses.

Thank you in advance for your support of the BCO and our Bowmanville community!

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Paid advertising space is available in two BCO Publications:

- **The quarterly hardcopy and online *Bowmanville Bee* newsletter**
The printed newsletter is delivered to approximately 1500 households in Bowmanville. It is also available for pickup at several local businesses and posted online on the BCO website and Facebook page. For examples of past *Bees*, please see: www.bcochicago.org/bowmanville-bee-newsletter
- **The Annual Bowmanville Garden Walk program**
The Garden Walk Program booklet is given to each visitor, volunteer, and participant at the garden walk via our two Garden Walk welcome tables. We typically have around 40 volunteers, 20+ featured gardens, and 100-200 visitors to the gardens during the walk. This annual event takes place in early July.

Bee Ad sizes and prices:

The *Bee* is printed in Black and White on letter size paper and posted in color in PDF format on the BCO website.

- **1/8 page:** 3.5" wide x 2" tall – \$45 per issue
- **Quarter page:** 3.5" wide x 4.25" tall – \$90 per issue
- **Half page:** 7.25" wide x 4.25" tall — \$180 per issue

Garden Walk Program Ad Sizes and Prices:

The Garden Walk Program is a booklet printed in Color on letter size paper and folded. (i.e. a 'whole page' is half of a full sheet of paper)

- **1/2 page:** 4.25" wide x 3.5" tall – \$50 per issue
- **Whole page:** 4.25" wide x 7.25" tall — \$100 per issue

Ad requirements:

Ads should be submitted at 300dpi in .png or .jpg format to bco+ads@bcochicago.org. We recommend test printing your ad in black and white to determine how it will look in the printed *Bee*. If you need help creating your ad, please contact us. We're happy to help!

Approximate distribution dates and advertising deadlines for the *Bee* newsletter:

- **Winter Issue** – February [mid-January deadline]
- **Spring Issue** – May [mid-April deadline]
- **Summer Issue** – July [mid-June deadline]
- **Fall Issue** – October [mid-Sept deadline]

Please contact us at: bco+ads@bcochicago.org to confirm your ad space.

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