

APRIL 2010

# Broadway Bulletin

THE *BROADWAY BULLETIN* WILL BE A MONTHLY FLYER MADE AVAILABLE TO BUSINESSES, CUSTOMERS, RESIDENTS, AND OTHER INTERESTED PARTIES IN FOREST LAKE.

THE *BROADWAY BULLETIN* WILL ADVERTISE FOR ANY LOCAL BUSINESS THAT IS DIRECTLY AFFECTED BY THE CONSTRUCTION ON COUNTY ROAD 2. THE AREA OF ELIGIBILITY IS: BROADWAY AVENUE FROM EVERTON AVE N TO CENTENNIAL DR, 12TH ST SW FROM BROADWAY AVE TO COUNTY ROAD 83, AND EVERTON AVE N FROM BROADWAY AVE TO COUNTY ROAD 83 (ANY BUSINESS DEPICTED IN THE BUSINESS DIRECTORY) ADVERTISEMENTS WILL NEED TO ADHERE TO THE FOLLOWING STANDARDS:

- DEPENDING ON BUSINESS INTEREST IN ADVERTISING WITH THE *BROADWAY BULLETIN*, THE SIZE OF THE ADS WILL VARY. WHICHEVER SIZE IS CHOSEN FOR A PARTICULAR MONTH, ALL ADS WILL BE THE SAME SIZE. SEE SIZE OPTIONS →
- BLACK AND WHITE
- ADS CAN CONTAIN INFORMATION ON THE BUSINESS, COUPONS, SPECIALS PROMOTIONS, SPECIAL EVENTS, SLOGANS, ETC.
- DEADLINE FOR ADS TO BE SUBMITTED WILL BE THE 20TH OF THE MONTH PRIOR TO THAT MONTH'S DISTRIBUTION. (FOR EXAMPLE, ADS TO BE IN THE APRIL EDITION NEED TO BE SUBMITTED BY NOON ON MARCH 20TH) ADS WILL REMAIN THE SAME IN MONTHS TO FOLLOW, UNLESS THE BUSINESS SUBMITS A CHANGE OR REQUESTS TO BE REMOVED.
- WASHINGTON COUNTY RESERVES THE RIGHT TO ASK A BUSINESS TO CHANGE/MODIFY AD IF IT DOES NOT COMPLY WITH COUNTY STANDARDS OR IS NOT APPROPRIATE. WASHINGTON COUNTY ALSO RESERVES THE RIGHT TO TERMINATE THIS PROGRAM IF IT IS DEEMED UNSUCCESSFUL.
- ADS WILL BE SUBMITTED TO MINDY J. LEADHOLM AT MINDY.LEADHOLM@CO.WASHINGTON.MN.US IN PDF OR JPG FORMAT. SUBMIT IN 1X1.5 AND 1X3 SIZE AND 2X3 SIZE. SIZE OF AD WILL BE DETERMINED BY NUMBER OF BUSINESSES WHO PARTICIPATE. CALL MINDY AT 651.470.7754 FOR ADVERTISING & FORMATTING QUESTIONS.

THE *BROADWAY BULLETIN* WILL BE DISTRIBUTED MONTHLY TO LOCAL BUSINESSES WHO ARE INTERESTED IN HAVING A DISTRIBUTION SITE AT THEIR LOCATION. THE *BROADWAY BULLETIN* WILL BE FREE OF CHARGE.

THE *BROADWAY BULLETIN* WILL FEATURE THE FOLLOWING INFORMATION THROUGHOUT THE MAIN CONSTRUCTION MONTHS (APRIL–NOVEMBER) OF THE BROADWAY AVENUE CONSTRUCTION PROJECT:

- UPDATE ON BROADWAY AVE CONSTRUCTION TO DATE AND CONSTRUCTION SCHEDULE FOR THE UPCOMING MONTH.
- LOCATIONS, DATES & TIMES OF BUSINESS OWNER MEETINGS COMING UP.
- FEATURE ARTICLE PERTAINING TO SPECIFIC CONSTRUCTION RELATED ISSUES
- CONTACT INFORMATION FOR BUSINESSES AND RESIDENTS
- ANSWERS TO FREQUENTLY ASKED QUESTIONS
- INTERVIEWS WITH LOCAL REPRESENTATIVES/CONTRACTORS/KEY PLAYERS IN THE CONSTRUCTION
- PHOTOS OF THE CONSTRUCTION PROGRESS/SITE
- CONSTRUCTION TRIVIA, WORD FIND, CROSSWORDS (FUN WAYS TO LEARN CONSTRUCTION FACTS)
- 'HIDDEN BRIDGE CONTEST' (FIND THE BRIDGE HIDDEN SOMEWHERE IN THE BULLETIN, BE THE FIRST TO SEND THE LOCATION BY E-MAIL TO MINDY J. LEADHOLM.) WINNER EVERY MONTH. PRIZES DONATED BY LOCAL BUSINESSES.\*



NEXT TO EACH DISTRIBUTION SITE WILL BE A BOX FOR CUSTOMERS TO ENTER A DRAWING. AT THE END OF EVERY MONTH, WINNERS WILL BE DRAWN. PRIZES WILL BE DONATED BY LOCAL BUSINESSES.\* (\*NUMBER AND TYPE OF PRIZES WILL BE DETERMINED BY THE LOCAL BUSINESSES INTEREST IN PARTICIPATION.)

1" x 1.5"  
Size Option

1" x 3" Size Option

2" x 3" Size Option

Example of Ad:

**Forest Lake Area Chamber of Commerce**  
 56 East Broadway, Suite 103  
 PO Box 474  
 Forest Lake, MN 55025  
 www.flacc.org ~ chamber@flacc.org  
**"Where Business and Success meet"**

