



The Downtown Residents' Association of Columbus (DRAC) is a non-profit organization dedicated to promoting downtown Columbus, Ohio as a viable place to live, work, and play.

As a membership organization, we connect people through social events and volunteer opportunities that promote our community, inform our members of the latest issues and developments within the city, and advocate for the issues that help improve the quality of life in our city's center.

DEFINITIONS

Communication

Any email, announcement, newsletter and other information sent by DRAC to its members.

Member

A person, business or organization (with a paid member status) eligible for member-only benefits and discounts.

Non-Member

A person, business or organization (without a paid member status) not eligible for member-only benefits and discounts.

Non-Profit

An organization with a 501c3 (without a paid member status) eligible for tax exempt status.

Subscriber

A person, business or organization (regardless of membership status) that subscribes to receive DRAC communications.

Website

The official website of the Downtown Residents' Association of Columbus: www.dracolumbus.com.

MEMBERSHIPS

Individual Member (\$25)

This is an annual paid membership for individuals. Discounts are available for household memberships: \$40 for 2, \$55 for 3, and \$75 for 4. This membership is eligible for member-only events, discounts, and special offers.

Business Member (\$50)

This is an annual paid membership for businesses and for-profit organizations, where 3 individuals will be granted paid membership status through this membership type. Business members are listed on our Downtown Resources page and qualify for reduced advertising rates. This membership is eligible for member-only events, discounts and special offers.

Board Member (\$100)

This is an annual paid membership for organizations or condo boards, where up to 10 board members will be granted paid membership status through this membership type. This membership is eligible for member-only events, discounts, and special offers.

Non-Profit Member (free)

This is an annual membership for non-profit organizations (501c3), where up to 5 members will be granted paid membership status through this membership type. This membership is eligible for member-only events, discounts, and special offers.

Become a Member

To become a member, you may pay online at www.dracolumbus.com/Become_a_Member.html or attend a meeting to pay by cash/check.



ADVERTISING RATES

UNPAID/IN-KIND ADVERTISING OPPORTUNITIES

Ongoing Services to DRAC Members

Any business or organization that extends an ongoing service to DRAC members (i.e. 10% off purchase), will qualify for an annual business membership and will be listed on our website.

Host a DRAC Meeting

Any business or organization that hosts a DRAC meeting, regardless of member status, will receive half (1/2) off any one-time or package advertising rate if exercised within 2 months of host date.

One-Time Advertising Package

DRAC will offer 1 month advertising (footer logo with link to organization and 1 mention in a communication) in exchange for 1 month advertising (logo placement on advertiser's website with link to www.dracolumbus.com and 1 mention in advertiser communication). DRAC will authorize up to 6 one-time advertising packages per year.

PAID ADVERTISING OPPORTUNITIES

Month-to-Month Advertising

DRAC offers the following month-to-month advertising rates through the following vehicles:

VEHICLE	MEMBER	NON-MEMBER	NON-PROFIT
Website (logo placement in footer with active website link)	\$25	\$50	\$15
Communication (text or graphic offer in email to DRAC members and subscribers)	\$50	\$75	\$40
Attachment (1-page maximum attached to communications)	\$15	\$20	\$5

Business Member Package (\$200)

DRAC offers the following package for any paid DRAC business members:

- 3 months logo advertising with website link
- 3 mentions in monthly meeting reminder email to DRAC members

Non-Member Package (\$300)

DRAC offers the following package for non-members:

- 3 months logo advertising with website link
- 3 mentions in monthly meeting reminder email to DRAC members

Non-Profit Package (\$100)

DRAC offers the following package for any non-profit organizations, regardless of membership status:

- 3 months logo advertising with website link
- 3 mentions in monthly meeting reminder email to DRAC members



DRAC ADVERTISING POLICY

All advertising to our DRAC members is subject to this policy. DRAC reserves the right to accept or refuse advertisements with all images and content (i.e. creative and copy) approved by DRAC prior to distribution.

Advertisements

We believe it is important to be able to distinguish advertisements from DRAC content. For this reason, all advertisements, blog, and calendar posts must be easily identifiable as such. DRAC will not send advertisement-only emails or communications.

Advertisement Size

Graphic advertisements may be no larger than 2 inches by 3 inches (2"x3"). Text only advertisements may be no larger than 50 word count. Placement of said advertisements is at DRAC's discretion. Accommodations will be made when possible.

Advertisements Targeting

DRAC does permit targeted advertisements to individual users on our site.

Aggregate Data

DRAC may share accumulated, anonymous statistical information regarding site usage and traffic patterns with our advertisers. Information in these reports cannot be linked to directly. Any information provided is the property of DRAC and may not be distributed. DRAC does not sell or distribute its membership list.

Attachments

All advertising attachments must be no larger than one page and will added as a pdf document to our communications.

Calendar

DRAC gladly posts announcements and events that promote living, working, or playing in downtown Columbus, Ohio on our website calendar. DRAC reserves the right to refuse posting any advertising-only calendar entries, any submission that violates our bylaws, or any submission that violates this advertising policy.

Clicking Over

DRAC has no control over the practices of other websites. Links may cause viewers to receive cookies and or viruses from other site. DRAC is not responsible for actions that occur from click-overs.

DRAC Endorsements

DRAC does not endorse advertisers or their services unless with expressed permission is granted by the DRAC board.

Logos

Logos are restricted to the footer of website, communications, and attachments (if applicable), with primary placement on the homepage. Logo size must be no larger than 1 inch by 2 inches (1" x 2") and the size may be modified to meet these requirements.

Political Affiliations

In accordance to our bylaws, DRAC is a non-partisan organization and reserves the right to refuse any partisan advertisements. In addition, DRAC will not endorse politicians or partisan organizations to the best of our knowledge. Any advertiser must disclose partisan affiliations when applicable.

Right to Refuse

DRAC reserves the right to refuse or retract any advertisement it deems inappropriate or in opposition to our mission, bylaws, or this advertising policy.

Violence/Profanity/Illegal Activity (graphics or text)

Advertisements containing pictures or text exposing cruelty, physical, or emotional acts against any person or animal which are primarily intended to hurt or inflict pain are not permitted. Advertisement must not contain: obscene words, phrases, profanity, partial nudity, nudity, pornography, phone sex ads, dating services, or adult personals, CD-ROMs and videos. DRAC will not accept advertisements supporting or promoting illegal activity.

Updating this policy

Our advertising policy may be revised periodically. The most recent changes to the policy will be noted in a different color within the policy. When we make significant changes that affect our advertising policies and practices, we will post a notice on the www.dracolumbus.com blog.



DOWNTOWN RESIDENTS' ASSOCIATION OF COLUMBUS

DRAC ADVERTISING REQUEST

ADVERTISER INFO

Name
Address
City State Zip
Email
Phone () - Website
Contact (if different)

ADVERTISEMENT DETAILS

Medium Website Communication Communication w/Attachment
Frequency One-Time Package Other Specify
Logo Yes No
Size 1" X 2" 2" X 3" Graphic Text Only Attachment
Run Dates Start End
Rate In-Kind
Paid \$ Amount

BILLING INFO

CASH/CHECK PAYMENTS

Downtown Residents' Association of Columbus
P.O. Box 15716
Columbus, OH 43215
dracolumbus@gmail.com
www.dracolumbus.com

CREDIT PAYMENTS

Credit payments accepted via PayPal.

TERMS

All insertions placed under this contract are subject to the DRAC advertising policy. All insertions placed under this contract are rate protected and are subject to rate increase at the end of contract period (date). The DRAC Advertising Request must be completed and authorized by the DRAC board with payment received prior to distribution.

Today's Date Advertiser Signature Advertiser Printed Name
DRAC Board Member Signature DRAC Board Member Printed Name