2019 Media Kit

Advertising Options

Inside Bella Vista Quarterly Magazine

Connections Monthly Newsletter

eNewsletter Updates
  • POA
  • Golf
  • Recreation
  • Sporting

contact
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(562) 310-3026 cell
Who lives in Bella Vista, Arkansas?

Since 2006 when Bella Vista Incorporated as a city, it has grown into a large population of mixed demographics covering two ZIP codes.

As more people are moving to Northwest Arkansas, people are discovering this unique recreational community nestled in the Ozark forest.

**Reach an audience that loves to spend money**

- Apparel & Services: $24 MILLION
- Education: $17 MILLION
- Groceries: $62 MILLION
- Dining Out: $38 MILLION
- Healthcare: $73 MILLION
- Home Furnishings: $23 MILLION
- Investments: $33 MILLION
- Retail Goods: $331 MILLION
- Shelter: $193 MILLION
- TV/Video/Audio: $16 MILLION
- Travel: $25 MILLION
- Vehicle Maintenance & Repairs: $13 MILLION

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Total Amount Spent Per Household represent annual figures. Source: Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri. Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021.
Inside Bella Vista Magazine

Inside Bella Vista magazine is our premier lifestyle quarterly publication sent to Bella Vista Members in Northwest Arkansas and surrounding region. This quarterly magazine is printed four times a year and is mailed to approximately 18,000 households, in addition to being available at the Northwest Arkansas Airport, the Arkansas Welcome Centers, Numerous NWA Locations and Online. This advertising platform appeals to varying audiences and provides informative (and entertaining) articles on Bella Vista residents, businesses, hobbies, recipes, travel options and much more.

With its extended “shelf life” within homes and its potential to be shared - this advertising tool has a high return on investment and is very effective for many of our advertisers.

Spring Issue - March, April, May
Summer Issue - June, July, August
Fall Issue - September, October, November
Winter Issue - December, January, February

All rates are per issue

<table>
<thead>
<tr>
<th>Size</th>
<th>1 issue</th>
<th>2 issues</th>
<th>4 issues</th>
</tr>
</thead>
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*Premium Placements*

Outside Back Cover... $2300.............. $2186 .............. $2075
Inside Front Cover ...... 2000............... 1900 ............... 1800
Page 1......................... 1800............ 1700 ............... 1620
Inside Back Cover ...... 1800............ 1700 ............... 1620
Full Page Spread ........ 2000............. 1900 ............... 1800
Full Page ....................... 1200.......... 1140 ............... 1080
1/2 Horizontal................. 800............. 760 ............... 720
1/2 Vertical.................... 800............. 760 ............... 720
1/3 Horizontal............... 650............. 615 ............... 585
1/6 Horizontal............... 450............. 425 ............... 405
1/6 Vertical................. 450............. 425 ............... 405

*Deadline for final artwork: 10th of month prior to the month of ad placement*

Prices reflect finished artwork provided by advertiser or agency by deadline. If you need artwork created or revised, service is available for a $150 fee.
Welcome to the POA’s NEW mobile friendly website!

January 2018

We are pleased to announce the upcoming launch of our redesigned website! After several months of hard work and dedication, we will launch the site the week of January 8th.

Our goal with this new website is to provide our residents and visitors an easier way to learn about what Bella Vista has to offer and to browse information based on their own choice. The new website is interactive with easier access for computer and mobile devices:

1. Responsive Design; Mobile Friendly — People are using their phones more these days, so for our redesign, we wanted to give our Members and Guests the best experience.
2. Navigation — We have simplified our navigation by organizing information and cutting back on how many clicks it takes you to get to the right information. We’ve scaled back from 300 pages to 40.
3. Pay My Bill — Easy to find bill payments and renewal forms.
4. Things to Do — Better explanation than “amenities”. Everything Bella Vista has to offer!
5. Golf — All golf courses on one page; maps, scorecards, rates and other information in one place.
6. Member Resources — A new Member section: assessments, water department, registration, fee schedule, etc.
7. Calendar — What’s going on? A new, robust calendar that allows the user to post to their personal calendar, register for events and filter by preference.

We hope you will be pleased with the new design. As with any site, it will continue to be a work-in-progress as we add more content. Special thanks to the POA Marketing and IT teams for handling this redesign in-house, saving the potential of thousands of dollars hiring an external design company.

Our weekly eNewsletters are received by more than 22,000 people. Average Open Rate: 40%

These provide subscribers the latest, greatest, ACCURATE news about what is happening in Bella Vista.

• Golf & POA Updates Distributes Every Friday
• Sporting & Recreation Updates Distribute Monthly

All rates are per issue

<table>
<thead>
<tr>
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<tbody>
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<tr>
<td>1/8 Horizontal</td>
<td>$425</td>
</tr>
<tr>
<td>Full Page</td>
<td>$1200</td>
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**Water Bill Insert Size (limit 1, check availability)**

<table>
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<tbody>
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<td>$1500</td>
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<tr>
<td>8.5 x 11 Trifold, Double-sided</td>
<td>$2000</td>
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**eNewsletter Update**

Our weekly eNewsletters are received by more than 22,000 people. Average Open Rate: 40%

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All rates are per issue

<table>
<thead>
<tr>
<th>Placement</th>
<th>1X</th>
<th>2X</th>
<th>4X</th>
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</thead>
<tbody>
<tr>
<td>Top</td>
<td>$250</td>
<td>$235</td>
<td>$220</td>
</tr>
<tr>
<td>Standard</td>
<td>$150</td>
<td>$140</td>
<td>$130</td>
</tr>
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</table>

**Dimensions in PIXELS**

Leaderboard......... 600 x 150

**Prices reflect finished artwork provided by advertiser or agency by deadline. If you need artwork created or revised, service is available for a $75 fee.**