

Main Street Gardnerville Program Corporation  
Policies

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**SUBJECT: GUIDELINES FOR MAIN STREET GARDNERVILLE “BIZ BLAST” & PROMOTION**

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The Biz Blast is an email that is distributed to our database once a month. This Biz Blast is a “mass” emailing for *advertising special events, sales and promotions* to encourage residents and visitors to shop Main Street Gardnerville.

Advertising in the Biz Blast is provided free of charge to Members.

Advertising fees for the mass Biz Blast for businesses who are not members, but are located within the district, will be \$25. Non-member businesses outside of district will be allowed to advertise.

Individualized promotions can be sent via email for an additional fee of \$25 for Members and \$35 for Non-Members.

- Due date for submitting information for the mass Biz Blast is the third Friday of each month by 1:00PM, with the Biz Blast going out no later than the following Monday.
  - Information must be submitted electronically via word document, .pdf, .jpg, or .png formats.
- Information needs to be received **two weeks** in advance of any requested individualized promotion for a specific release date.
- The same “ad” for a business cannot run more than twice in a row. Even if the information remains the same, the presentation must be “re-freshed”.
- Payment, if required, must be received prior to deadline.
- Main Street Gardnerville reserves the right to accept or reject any postings for the based on the following criteria:
  - Controversial Nature of Material
  - Space Availability
  - Quality of Item to be posted
  - Timeliness
  - Community Interest in the Event or Program
  - Commercial Nature of the Event
- Main Street Gardnerville events shall be given precedence in the Biz Blast. Main Street Gardnerville members shall be given precedence in the Biz Blast.
- Acceptance of advertisements for the Biz Blast does not imply Main Street Gardnerville’s endorsement of a group, organization, event, or any of the policies or beliefs expressed or held by the person or entity providing the material to be posted.
- It is the responsibility of the provider to ensure that the material provided for any promotion does not infringe upon the property rights of any other person or entity, whether it be intellectual, intangible, tangible, or otherwise, and therefore agrees to indemnify and hold harmless the Main Street Gardnerville and the respective officers, members & agents.

EFFECTIVE DATE: 02/20/2018