



# Village of Wauwatosa

## Business Improvement District

### Specification Sheet Village of Wauwatosa Website Individual Business Page

We are pleased that you are taking the opportunity to display your detailed business information on the Villageofwauwatosa.com website.

Please refer to the attachments included in this email as viewing options of the templates.

Please consider sizes and layout of your photos when your pictures are taken. All photos are to be a minimum of 300 dpi and should be submitted in JPEG format. This will ensure that we can use the photos in future BID advertising for news and magazine ads as well as the website. We will have the ability to resize/crop your photos for the layouts to a certain extent.

The cost to have your page displayed for 12 months on the website will be **\$50.00**. The BID will bill you 60 days prior to your annual renewal date.

#### **Check off which Business Detail Page you prefer to have posted on [www.villageofwauwatosa.com](http://www.villageofwauwatosa.com)**

\_\_\_ **I would like Template #1 for my Detail Business Page.**

*If this is your selection, please provide one or more pictures of a vertical nature to select for display. Submit JPEG image(s) of 300 dpi or greater.*

*If you send pictures with a lesser dpi we can use them for the web but will not be able to use them for print advertising.*

\_\_\_ **I would like Template #2 for my Detail Business Page.**

*If this is your selection, please provide one or more pictures of a horizontal nature to select for display. Submit JPEG image(s) of 300 dpi or greater.*

*If you send pictures with a lesser dpi we can use them for the web but will not be able to use them for print advertising.*

\_\_\_ **I would like Template #3 for my Detail Business Page.**

*If this is your selection, please provide one or more photos of either horizontal or vertical layout for the larger picture and two or more smaller detailed pictures for the two smaller photo template pieces. This template will only work well for those businesses that have small close up shots of small pieces for the two smaller photo slots.*

*If you send pictures with a lesser dpi we can use them for the web but we will not be able to use them for print advertising.*



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### **Please make sure you also include the following with your return package.**

- JPEG image of your logo if you have one.  
*When submitting your logo artwork; please make sure that the artwork does not run to the edge of the area/artwork provided. We need some space or margin around the logo in case we need to crop or adjust it.*
- Text of 100-250 words that describe your business.
- A check payable to **Village of Wauwatosa BID** for **\$50.00**.

Please submit the pictures, text and logo artwork to us via e-mail with attachments or saved to a CD or disc and mailed or dropped off to us at the BID office.

We will attempt to accommodate your template request. Based on the quality of the imagery we may ask that you use a different template. If we feel this is necessary we will contact you to discuss the options and make the necessary changes.

If you have any questions about submission of this information, please contact Brian Preiss at **414-520-0440** or at the email listed below.

Once the design is completed to your satisfaction we will ask you to verify your acceptance. You can either do this by email, fax or sending us a written confirmation. Upon your acceptance we will post the new detail page.

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