

Iowa Living magazines

Date: Sept. 22, 2015

To: Jessica Vogel
Sheena Danzer
City of Windsor Heights

From: Molly Catron
Account Executive, Iowa Living magazines

Re: Possible format change for Windsor Heights Living

Thank you for taking the time to discuss the possible change in format of the Windsor Heights Living magazine with us on Monday.

To review our meeting, we discussed the difficulty in securing local advertisers in Windsor Heights Living magazine. We are considering changing the format of Windsor Heights Living from a slick and glossy cover with newsprint inside to a self-cover on a bright white uncoated stock. This change would enable us to reduce the advertising rates and garner more advertising from area businesses. With this change, we are requesting the City of Windsor Heights to consider increasing their advertising buy. With the new format and lower rates, the city would be able to secure two pages of advertising, doubling their presence in the magazine, for only a 14% increase in spending. Here is how the program compares:

<u>Program</u>	<u>Ad Size</u>	<u>Monthly Investment</u>	<u>Yearly Investment</u>
Current	Full page	\$579	\$6,948
Proposed	2 Full pages	\$661	\$7,932
Difference		\$ 82	\$ 948

As we discussed, this extra page could be used to provide additional information or as a space to promote upcoming events. Jessica is sending information for a spec ad for your review with one page being the newsletter format and one page being the promotion format. We understand that you need to take this before council for consideration, please let us know when that will be. We would be happy to attend that meeting and provide any other collateral material.

Thank you for your current investment in Windsor Heights Living magazine.



Windsor Heights
the heart of it all

SEPTEMBER 2015
City of Windsor Heights

1145 66th Street, Suite 1 - Windsor Heights, IA 50324
515.279.3662

www.windsorheights.org

City of Windsor Heights

10/60 Meeting

SAFE, SMART AND FREE TIRE DISPOSAL

Saturday, September 26, 2015

If the answer is convenience or cost, then we have an event that you won't want to miss. You already know the tires are in your way, but they can also cause you and your family serious health risks due to disease carrying pests and fires.

Let Windsor Heights, along with Metro Waste Authority, help you dispose of old tires legally and free of charge.

Tire Drop-Off Event details:

Saturday, September 26, 2015

7:00am-12:00pm

Colby Park, 6900 School Street, Windsor Heights, IA 50324

Rules:

Each household can drop off a maximum of five tires with the rims removed.

In special situations where a household may have more than five tires, please contact Metro Waste Authority to be considered for an exemption.

This program does NOT ACCEPT the following types of tires at the collection site:

1. Tire generated businesses
2. Farm or tractor tires
3. Solid tires (lawnmower, forklift or golf cart tires)
4. Bicycle tires



HAZARDOUS WASTE DROP OFF

Saturday, September 26, 2015

8:00am-12:00pm

Windsor Heights Colby Park, 6900 School Street

Contact: Ask Metro Waste (ask@mwatoday.com)

Details:

Metro Waste Authority and western suburbs partner every year to help residents get rid of unused hazardous products in a safe, smart way.

For a list of accepted items, please see Metro Waste Authority's website:

www.mwatoday.com/calendar/special-collections/wh-hazwaste-drop-off-D09262015.aspx

NATIONAL DRUG TAKE-BACK DAY

September 26, 2015

10:00am-2:00pm

Windsor Heights Public Safety Building

National Drug Take-Back Day is to dispose of unwanted, expired or unused medications in an environmentally safe way and to keep them out of the hands of people who may abuse them. See our website for the list of what is accepted and what is not accepted.

YAPPY HOUR

New this year is Yappy Hour at the Dog Park. Yappy Hour will start Friday, September 4, 2015 at the Windsor Heights Dog Park and run every Friday in September from 4:30pm-7pm. Come unwind after the work week and have some fun. Food, drinks and dog treats will be available for purchase. Live music will be provided by Brad Seldenfeld at the first Yappy Hour. The Dog Park is located just south of I-235 off the Walnut Creek Trail in Windsor Heights. Parking is available at Colby Park, 6900 School Street with a short walk to the Dog Park.

OKTOBERFEST

Saturday, October 3, 2015

Oktoberfest will be on October 3rd from 11:00am-6:00pm. We will have kids and pet costume contests, pumpkin carving contest, food vendors, inflatables, mini golf, band and beer tent. Come and enjoy the day! If you want to volunteer for Oktoberfest give the City of Windsor Heights a call at 279-3662.

WHAT'S GOING ON IN WINDSOR HEIGHTS?

Want to know what is going on in Windsor Heights? Check out the City of Windsor Heights Facebook page. We have now added Instagram, follow us! City_of_Windsor_Heights. Tag us in things happening around the City.

KEEP WINDSOR HEIGHTS BEAUTIFUL ANNUAL FALL CLEAN-UP

Saturday, September 19, 2015

Please join the Keep Windsor Heights Beautiful Committee on Saturday, September 19, 8:30am-10:30am for our Annual Fall Cleanup Day. We live in a beautiful community and a couple of hours of work can let us put the best of our city on display heading into fall and winter. The more hands we have, the lighter the work for each one of us and the more litter we can remove.

Bring along neighbors, friends, groups or anyone who cares about our city and making a difference in our community. Children are welcome if they are accompanied by an adult who will guide them as we pick up litter.

On September 19 at 8:30am come to the white tent just north of Burger King on 73rd Street. We'll provide gloves and a refuse bag and will give you an area to cover. Rain date is September 26. Please join us!

The mission of the Keep Windsor Heights Beautiful Committee is to engage citizens, businesses and governments in Windsor Heights to take responsibility for beautifying and improving the community we all love.

What:

Public Update Meeting regarding the future of the Fire Department

WHEN:

Monday October 12, 2015

5:15 PM

WHERE:

Community Center

6900 School Street

For:

The City has been exploring long-term, cost-effective and sustainable models for providing professional Fire/EMS services.

Please plan to attend and hear an analysis of the options explored, updates on the Clive merger discussion and ask any questions you may have. City Officials look forward to receiving your input.



QUESTIONS?

Call 515-279-3662



DIANA WILLITS, MAYOR • STEVE PETERSON, COUNCIL MEMBER • CHARLENE BUTZ, COUNCIL MEMBER
BETTY GLOVER, COUNCIL MEMBER • DAVE BURGESS, COUNCIL MEMBER • TONY TIMM, COUNCIL MEMBER