

## 2023-24 HORNBLOWER| GUIDELINES FOR ADVERTISERS

The 12-page Dudgeon Monroe Neighborhood Association newsletter is mailed to every residence and business each quarter.

The Volunteer Ad Coordinator can help with questions at [hornblowerads@dmna.org](mailto:hornblowerads@dmna.org)

Issue	Ad Deadline	Mail delivery by
Fall 2023	August 4	September 8
Winter 2023	November 3	November 29
Spring 2024	February 3	March 1
Summer 2024	May 4	June 1

The Hornblower is mailed to over 1,600 houses, apartments, and businesses quarterly.

**See templates below for ad sizes and prices.**

**To request an ad contract, go to [dmna.org/hornblower-contract](https://dmna.org/hornblower-contract)**

### TO ADVERTISE WITH US

- ✓ Ad slots are offered in SUMMER as annual contracts for all four issues, fall through the next summer.
- ✓ In early summer, we will email information on how to request a slot. **We do fill up before the deadline, so order right away.**
- ✓ A confirmation and invoice will be sent from [hornblowerads@dmna.org](mailto:hornblowerads@dmna.org). . Add us to your whitelist to make sure you get it.
- ✓ Submit ad copy as specified below via an online form (link will be emailed) on or by the deadline. Do not e-mail copy.

### AD SPECIFICATIONS

1. **DIGITAL FILES REQUIRED:** We can only accept print-ready ad copy, submitted as PDF or JPEG files, created in a professional graphics program. Graphics or photos should be high-resolution (240 dpi or above).
2. **AD SIZES:** Ads must fit within one of the three sizes shown below. We may shrink copy to fit contracted size, or bill you for a larger size, or reject copy that does not fit within one of these.
3. **COLOR:** The Hornblower Newsletter is printed in black and white, so color ads will appear in grayscale. You are responsible for testing the conversion by printing the ad on a high-quality black/white printer before submitting.
4. **CHANGING AD COPY:** Ads are kept on file for use through the 4-issue season. You may submit new copy in the same size for each issue. A reminder will be sent one month before the deadline. If you do not submit new copy, the previous ad will be printed again.
5. **GRAPHIC DESIGN:** We do not design or format ads as part of the contract.
6. **WEB VERSION:** Our primary mode of distribution is the print newsletter. The online version is provided for reference and archival purposes *only*. Ads in the online version will not appear as crisply as they do in the higher resolution print version.

**Large**  
2.5"x5.5"  
\$480.00 per year

**Medium**  
2.5"x3.25"  
\$250.00 per year

**Small (business  
card size)**  
2"x3.5"  
\$220.00 per year

*ALL Ads may be either  
horizontal or vertical.*

THANK YOU FOR SUPPORTING THE DUDGEON  
MONROE NEIGHBORHOOD ASSOCIATION!