

2017-18 ADVERTISING GUIDELINES FOR *THE HORNBLOWER*

Please read thoroughly.

The Volunteer Ad Coordinator is happy to help with questions that are not answered below.
hornblowerads@dmna.org

Issue	Ad Deadline	Delivery by
<i>Fall 2017</i>	July 28 (<i>Payment due July 28</i>)	September 1
<i>Winter 2018</i>	November 3	December 8
<i>Spring 2018</i>	February 9	March 19
<i>Summer 2018</i>	April 27	June 1

The 12-page Dudgeon-Monroe Neighborhood Association newsletter is mailed to over 1,500 homes and businesses quarterly.

See templates below for ad sizes & prices.

TO ADVERTISE WITH US:

- ✓ **New advertisers: subscribe to our announcement email list [HERE](#).**
- ✓ Ad slots are offered in JULY 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*. Add us to your whitelist to make sure you get it.
- ✓ Submit ad copy according to specifications below via an online form (link will be emailed) on or by the deadline.

AD SPECIFICATIONS:

- 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).
- AD SIZES:** Ads must fit within one of the 3 sizes 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.
- COLOR:** 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.
- CHANGING AD COPY:** Ads are kept on file for future use. 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.
- GRAPHIC DESIGN:** We do not design or format ads as part of the contract.
- 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" X 5.5"

\$435.00 per year

MEDIUM

2.5" X 3.25"

\$215.00 per year

SMALL

(Business Card size)

2" X 3.5"

\$190.00 per year

ALL Ads may be either horizontal or vertical.

THANK YOU FOR SUPPORTING THE
DUDGEON MONROE
NEIGHBORHOOD ASSOCIATION!