



## NEWSLETTER ADVERTISING RATES AND SUBMISSION GUIDELINES

The West Washington Park Neighborhood Association's quarterly newsletter reaches over 6,000 readers per issue. The purpose of the newsletter is to keep neighborhood residents informed of the ongoing events and changes in our neighborhood. But it is also a valuable advertising vehicle for area businesses. By its very nature of being a *neighborhood* newsletter, it is specifically targeted to this neighborhood's unique demographic. This makes it a very reasonably priced way for smaller neighborhood businesses to reach these potential customers.

### Advertising Rates

Ad space is available in the following configurations. The 1/12 page ad size may be laid out either horizontally or vertically. Prices are based on client-supplied, camera ready art. See file specifications below.

Ad size	Inches (w x h)	Rate/Issue	Rate/Year (4 issues)
Full page	7.125 x 9.5	\$700	\$2,000
Half page	7.125 x 4.75	\$350	\$1,050
Quarter page	3.5 x 4.75	\$200	\$600
1/6 page	3.5 x 3.125	\$160	\$480
1/12 page	3.5 x 1.5	\$75	\$225

### Advertising Submissions

We encourage our customers to submit their advertising as electronic files. In order to produce the highest quality reproduction, we must ask the following requirements:

Ads or artwork must be submitted as high-resolution (300 dpi) JPEG or TIFF files; native Adobe Photoshop, Adobe Illustrator, or Quark XPress files; or PDF. Ads can be submitted on CD-ROM, or via email to [anita@anitamd.com](mailto:anita@anitamd.com). Please make emailed files no larger than 5MB.

The design, layout and printing of the newsletter is done using the Macintosh computer platform. PC files that can be saved in the file formats listed above may be accepted. We cannot accept files from Microsoft Publisher, Microsoft PowerPoint or Adobe PageMaker.

### Deadlines:

For January-March issue: December 15; April-June issue: March 15; July-September issue: June 15; October-December issue: September 15.

Make checks payable to WWPNA, PO Box 9866 Denver, CO 80209

For more information, please contact Anita Martin at 303 882 0631 or [newsletter@wwpna.org](mailto:newsletter@wwpna.org).

**Full Page**  
 $7\frac{1}{8} \times 9\frac{1}{2}$

**Half Page**  
 $7\frac{1}{8} \times 4\frac{3}{4}$

**Quarter Page**  
 $3\frac{1}{2} \times 4\frac{3}{4}$

**Twelfth Page Horizontal**  
 $3\frac{1}{2} \times 1\frac{1}{2}$

**Twelfth Page Vertical**  
 $1\frac{1}{2} \times 3\frac{1}{2}$

**Sixth Page**  
 $3\frac{1}{2} \times 3\frac{3}{8}$