



Regent Neighborhood
A S S O C I A T I O N

RNA Newsletter and Directory Ad Rates 2011–2012

RNA publishes 4 newsletters and a membership directory during calendar year June 1, 2011–May 31, 2012. Newsletters are delivered to approximately 1,700 homes and are available on our website regentneighborhood.org. Directories are delivered to RNA members.

Ads are black-and-white and are available in 5 sizes:

Small—1 business card-size, 3.5x2

Large—2 business card-size, 7x2 or 3.5x4

Half-page—5x7.5 or 3.75x10

Full-page—7.5x10

2-Page ad or newsletter insert

Advertise in 4 or more publications and receive a 10% discount on the package.

<u>Circle Your Choices</u>		Newsletters				Yearly Package
Small — \$50 each	Directory	Fall	Winter	Spring	Summer	4 for \$180 or 5 for \$225
Large — \$100 each	Directory	Fall	Winter	Spring	Summer	4 for \$360 or 5 for \$450
Half-page — \$250	Directory	Fall	Winter	Spring	Summer	4 for \$900 or 5 for \$1125
Full-page — \$500	Directory	Fall	Winter	Spring	Summer	4 for \$1800 or 5 for \$2250
Two-page — \$750	Directory	Fall	Winter	Spring	Summer	4 for \$2700 or 5 for \$3375

Deadlines: Directory—**August 31, 2011**
 Fall Newsletter—**August 31, 2011**
 Winter Newsletter—**January 6, 2012**
 Spring Newsletter—**March 31, 2012**
 Summer Newsletter—**May 31, 2012**

Distributions: Directory—**early October**
 Fall Newsletter—**early October**
 Winter Newsletter—**early February**
 Spring Newsletter—**early May**
 Summer Newsletter—**late June for July 4th**

Business Name: _____

Address: _____

Contact Name: _____

Phone: _____ **Fax:** _____ **Email:** _____

- Use same ad as last year Send me a tearsheet (printed sample) of my ad
 New ad to be sent* Send me the publication(s) with my ad

Total Payment Due: _____

- Mail this form with payment and ad to RNA, PO Box 5655, Madison, WI 53705
- Email electronic ads to sarnowski@mac.com
- Questions? Contact Mary Sarnowski at 238-1224 or sarnowski@mac.com
- Thank you for supporting the Regent Neighborhood Association!

***Ad Requirements & Policy:** Ads on disk should be at least 300 dpi and be accompanied with a hardcopy. Either MAC or PC platforms can be used. Ads saved as PDF or TIFF files are preferred. If ads are provided in Adobe Illustrator, QuarkXpress, or Photoshop, please provide files of all fonts and images used. If ads on disk are not in any of the above formats, before sending them please call Mary at 238-1224. The RNA reserves the right not to print ads it deems unacceptable.