



# Regent Neighborhood

A S S O C I A T I O N

## 2021 Ad Rates and Schedule

The RNA will publish 4 newsletters between February and November 2021. Newsletters are mailed to approximately 1,900 households and businesses in the Regent Neighborhood. Learn more about us at [regentneighborhood.org](http://regentneighborhood.org). The RNA is offering support to neighborhood businesses who have been affected by COVID-19 by fully or partially funding their ads in our newsletters. Specifically, it's a year (4 newsletters) of small- or large-sized ad space.

**Ads are black-and-white and are available in 4 sizes:**

**Small:** 1 business card-size, 3.5" x 2"

**Half-page:** 5" x 7.5" (horizontally oriented)

**Large:** 3.5" x 4" (vertical) or 7" x 2" (horizontal)

**Full-page:** 7.5" x 10" (vertically oriented)

**Advertise in all 4 publications and receive 10% discount on the package.**

Circle Your Choices	Publications				Yearly Package (Reflects discounted price)
Small \$55 each	February	May	July	November	<b>4 for \$195</b>
Large \$110 each	February	May	July	November	<b>4 for \$375</b>
Half-page \$250	February	May	July	November	<b>4 for \$900</b>
Full-page \$500	February	May	July	November	<b>4 for \$1800</b>

**Deadlines:** February Newsletter—**January 7, 2021**  
 May Newsletter—**March 31, 2021**  
 July Newsletter—**May 24, 2021**  
 November Newsletter—**September 30, 2021**

**Distributions:** February Newsletter—**early February**  
 May Newsletter—**early May**  
 July Newsletter—**late June**  
 November Newsletter—**early November**

**Business Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Email:** \_\_\_\_\_

Use same ad as last year **OR**  Use new ad to be sent

I'd like the RNA to subsidize my ad costs through November 2021.

I can pay \$\_\_\_\_\_ and I'd like the RNA to subsidize the rest through November 2021.

I can pay the full amount.

**Total Payment Due:** \_\_\_\_\_

- Mail this form with payment to RNA, PO Box 5655, Madison, WI 53705
- Email ads (grayscale PDFs, at least 300 ppi) to [sarnowski@mac.com](mailto:sarnowski@mac.com)
- Questions? Contact RNA Ad Coordinator, [rnaadcoordinator@gmail.com](mailto:rnaadcoordinator@gmail.com)
- Thank you for supporting the Regent Neighborhood Association!

**Ad Policy:** The RNA reserves the right not to print ads it deems unacceptable.

FOR OFFICE USE	
Date received	
Check number	
Check amount	