



Regent Neighborhood

A S S O C I A T I O N

2018–2019 Ad Rates and Schedule

RNA publishes 4 newsletters and a member directory during calendar year July 1, 2018 – June 30, 2019. Newsletters are mailed to approximately 1,900 households and businesses, and directories are delivered to RNA members (approximately 400). Learn more about us at regentneighborhood.org.

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

Small: 1 business card-size, 3.5” x 2”

Half-page: 5” (height) x 7.5” (width)

Large: 7” x 2” or 3.5” x 4”

Full-page: 7.5” (height) x 10” (width)

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

Circle Your Choices		Newsletters				Yearly Package (Reflects discounted price)
Small \$55 each	Directory	November	February	May	July	4 for \$195 or 5 for \$240
Large \$110 each	Directory	November	February	May	July	4 for \$375 or 5 for \$475
Half-page \$250	Directory	November	February	May	July	4 for \$900 or 5 for \$1125
Full-page \$500	Directory	November	February	May	July	4 for \$1800 or 5 for \$2250

Deadlines: Member Directory—**August 15, 2018**
 November Newsletter—**September 30, 2018**
 February Newsletter—**January 7, 2019**
 May Newsletter—**March 31, 2019**
 July Newsletter—**May 31, 2019**

Distributions: Member Directory—**early October**
 November Newsletter—**early November**
 February Newsletter—**early February**
 May Newsletter—**early May**
 July Newsletter—**mid-June**

Business Name: _____

Address: _____

Contact Name: _____

Phone: _____ **Email:** _____

Use same ad as last year

Help me set up an ad (\$25 fee)

New ad to be sent

Email me an invoice for the amount due

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
- Questions? Contact Mary Sarnowski at sarnowski@mac.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	