



# Regent Neighborhood

A S S O C I A T I O N

## 2020 Ad Rates and Schedule

RNA publishes 4 newsletters and a member directory during calendar year July 1, 2019 – June 30, 2020. Newsletters are mailed to approximately 1,900 households and businesses, and directories are delivered to RNA members (approximately 300). Learn more about us at [regentneighborhood.org](http://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" 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 4 or more publications and receive at least 10% discount on the package.**

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

**Deadlines:** February Newsletter—**January 7, 2020**  
 May Newsletter—**March 31, 2020**  
 July Newsletter—**May 24, 2020**  
 Member Directory—**August 15, 2020**  
 November Newsletter—**September 30, 2020**

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

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

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

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

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

Use same ad as last year

New ad to be sent

**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 Mary Sarnowski at [sarnowski@mac.com](mailto: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	