



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. The RNA is offering to support past advertisers and current neighborhood small 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	4 for \$195
Large \$110 each	February	May	July	November	4 for \$375
Half-page \$250	February	May	July	November	4 for \$900
Full-page \$500	February	May	July	November	4 for \$1800

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
- Questions? Contact RNA Ad Coordinator, 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	