



Regent Neighborhood

A S S O C I A T I O N

2024 Ad Rates and Schedule

The RNA will publish 4 newsletters and a member directory between February and November 2024. Newsletters are mailed to approximately 1,900 households and businesses in the Regent Neighborhood, and the directory is delivered to approximately 300 members of the RNA. 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" 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	Newsletter			Directory	Newsletter	(Yearly Package Reflects discounted price)
Small \$55 each	February	May	July	October	November	4 for \$195 or 5 for \$240
Large \$110 each	February	May	July	October	November	4 for \$375 or 5 for \$475
Half-page \$250	February	May	July	October	November	4 for \$900 or 5 for \$1125
Full-page \$500	February	May	July	October	November	4 for \$1800 or 5 for \$2250

Deadlines: February Newsletter—**January 7, 2024**
 May Newsletter—**March 31, 2024**
 July Newsletter—**May 24, 2024**
 Member Directory—**August 31, 2024**
 November Newsletter—**September 30, 2024**

Distributions: February Newsletter—**early February**
 May Newsletter—**early May**
 July Newsletter—**mid June**
 Member Directory—**mid 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: _____

- Fill out and email a copy of this form to rnaadcoordinator@gmail.com
- Mail payment and form 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	