



**Regent Neighborhood**  
A S S O C I A T I O N

**2025 Ad Rates and Schedule**

The RNA will publish 4 newsletters and a member directory between February and November 2025. 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](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 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	<b>4 for \$195 or 5 for \$240</b>
Large \$110 each	February	May	July	October	November	<b>4 for \$375 or 5 for \$475</b>
Half-page \$250	February	May	July	October	November	<b>4 for \$900 or 5 for \$1125</b>
Full-page \$500	February	May	July	October	November	<b>4 for \$1800 or 5 for \$2250</b>

**Deadlines:** February Newsletter—**January 7, 2025**  
 May Newsletter—**March 31, 2025**  
 July Newsletter—**May 24, 2025**  
 Member Directory—**August 31, 2025**  
 November Newsletter—**September 30, 2025**

**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](mailto: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](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.

<b>FOR OFFICE USE</b>	
Date received	
Check number	
Check amount	