

Contract for Advertising - Long Reach Village Newsletter

Reach Out, the newsletter for the village of Long Reach, is delivered every six weeks to more than 5000 residences in Long Reach - the largest village in Columbia. Advertising in **Reach Out** means reaching those households directly.

Rates:

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|------------------|---|-------------|
| Classified Ad | column: 3.75 inches wide | \$10/line |
| Business Card Ad | 3.75 wide x 2 inches | \$40/issue |
| Quarter Page Ad | 3.75 wide x 4.75 inches | \$70/issue |
| Half Page Ad | 7.75 wide x 4.75 inches or 3.75 wide x 9.75 inches | \$130/issue |
| Full Page Ad | 7.75 wide x 9.75 inches | \$260/issue |

Discount for multiple issue advertising: advertise for four (4) or more consecutive issues and take 10% off total cost. To qualify for discount, payment in full for a minimum four-issue period is required in advance.

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| Examples: | Business Card Ad | \$144.00/4 issues (save \$16) |
| | Quarter Page Ad | \$252.00/4 issues (save \$28) |
| | Half Page Ad | \$468.00/4 issues (save \$52) |

- Camera ready ads must be submitted in black and white and in the correct size. In addition, the ad can be electronically e-mailed in a JPEG (.jpg) format.
- Deadline for ads and payment varies by issue - please refer to the attached list of deadlines or call 410/730-8113 for dates.
- There will be a \$20/hour charge for all layout and copysetting work necessary to convert the ad from another format.

Reach Out Advertising Policies:

Please keep the following policies in mind when advertising with us. By submitting your payment for an ad, you are agreeing to abide by our advertising policies. No exceptions to the policies will be permitted.

1. Advertising will be printed in **Reach Out** as provided by the advertiser. Long Reach Community Association is not responsible for any errors or corrections of information provided by the advertiser.
2. Changes, updates, and corrections to ad copy are the responsibility of the Advertiser. No one will contact you or remind you to change or update your ad copy or renew your ad.
3. Advertisements will only be accepted upon receipt of payment. If we have not received your payment by the monthly deadline, we will not run your ad.
4. We reserve the right to refuse to accept for publication advertisements that may be objectionable to the general public or otherwise inappropriate for this publication. We also reserve the right to identify advertisements as such if the layout could be confused as a **Reach Out** news item or endorsement.

Mail the lower portion of this form with your ad & check to **Newsletter Editor, Long Reach Community Association, 8775 Cloudleap Court, Columbia, MD 21045**. For further information, call 410/730-8113 or 301/596-3265.

Reach Out Advertising Agreement

Business Name _____ Date _____

Address _____
Street City State Zip

Phone Number _____ E-mail _____

Contact Person _____

Ad Size _____ Ad Cost _____

Issues in which ad is to appear: _____

I understand the terms for advertising listed above and agree to abide by them.:

Signature of Customer:

Long Reach Community Association Representative _____