



Emerson East Neighborhood Association



P.O. Box 3385 • Madison, WI 53704 • www.emersoneast.org

The Neighbor is the Emerson East Neighborhood Association (EENA) newsletter distributed to every household in the area – approximately 1,200. The Neighbor presents information about activities, people, and topics related to the neighborhood.

Page Size:

Tabloid format: 10 1/4" wide by 16" high.

Ad Sizes:

Minimum size ad is 1/16 page.

Ad Pricing:

Full page: \$400

Half page: \$200

Quarter page: \$100

Eighth page: \$50 (5 1/8" x 4")

Sixteenth page: \$25 (2" x 4", business card size)

Payment and Discounts:

Payment in advance for 4 issues will receive a 10% discount
All ads must be paid in full on or before the 15th of the month the newsletter comes out. Past due accounts are subject to a 1% per month finance charge with an annual rate of 12% per year.

General Information:

No charge for photos

Color is not available – black and white only

Please send ads in TIF, EPS or PDF format, at least 300 dpi

Publication Dates:

March 1

June 1

September 1

December 1

Copy Deadlines:

February 15

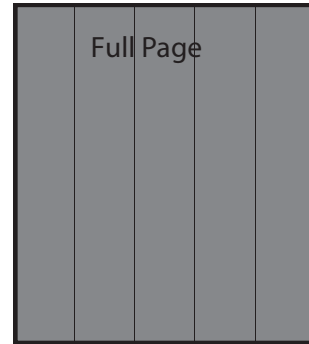
May 15

August 15

November 15

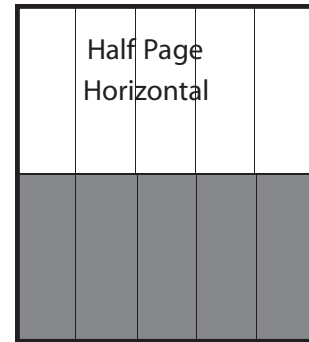
Sample Ad Sizes and Rates

\$400



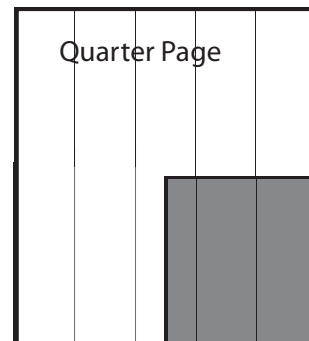
80 column inches
10 1/4" wide x 16" high
or 5 columns wide X 16"

\$200



40 column inches
10 1/4" wide x 8" high
or 5 columns wide X 8"

\$100



20 column inches
5 1/8" wide x 8" high
2 1/2 columns wide X 8"