

2011-2012 ADVERTISING GUIDELINES FOR *THE HORNBLOWER*

The Dudgeon-Monroe Neighborhood Association Quarterly Newsletter is distributed to over 1,600 homes and businesses.

Ad Coordinator: Christina Kantor, hornblowerads@dmna.org or 236-2899

Please read through the following carefully. Volunteer Ad Coordinator is happy to help with questions not answered below.

Issue	Ad Deadline	Delivery by...
<i>Fall 2011</i>	August 3	September 2
<i>Winter 2011-12</i>	November 8	December 9
<i>Spring 2012</i>	February 14	March 16th
<i>Summer 2012</i>	May 1	June 1

Treasurer:
Al Nettleton
645 Sheldon St.
Madison, WI 53711

To advertise with us:

1. New advertisers should email the ad coordinator to be placed on our advertisers email list.
2. Three to four weeks before deadline an email is sent announcing that we are selling ad slots in the upcoming issue.
3. Respond immediately if you want a slot. Ad space is limited, and unfortunately we cannot accommodate all requests.
4. If coordinator confirms a spot is available, send a check *made out to the DMNA* to the Treasurer, address above.
5. Please identify the business name on check if needed.
6. Check must be received before ad is printed.
7. Email a digital file of the ad to hornblowerads@dmna.org by or on the deadline. (See ad specs below.)
8. Year-long contracts may be made in July for the upcoming fiscal year (Fall - Summer Issues.) Sorry, no discount.

Ad Specifications and Guidelines:

1. We can only accept PRINT-READY copy, submitted as PDF or JPEG files created in professional graphics programs.
2. Graphics or photos should be high-resolution (240 dpi or above).
3. Newsletter is printed in black and white, so color ads will appear in grayscale. Please print color ad on a high-quality B/W printer to check its appearance in grayscale before submitting. We cannot be responsible for conversion problems.
4. Ads MUST fit within one of the 3 sizes specified below. The editors reserve the right to shrink copy to fit contracted size.
5. Ads that do not fit within specified sizes below may be excluded from publication.
6. Ads are kept on file for future use.
7. We do not design or format ads. If your ads do not meet the criteria in 1& 2 above, we will provide contact information for a graphic designer. He/she will bill separately for design services.
8. ***Note about Internet version of Hornblower:*** *Our primary mode of distribution is the print newsletter. The online version is provided for reference and archive purposes only. Ads in the online version will not appear as they do in the higher resolution print version.*

Payment due by ad deadline. Thank you for supporting your neighborhood association!

2.5" X 5.5" - \$80.00
per issue

Business Card size:
2" X 3.5" - \$38.00
per issue

2.5" X 3.25" - \$40.00
per issue

Ads may be either horizontal or vertical.