



NORTHWOOD NEWS

PUBLISHED BIMONTHLY BY THE NORTHWOOD-FOUR CORNERS CIVIC ASSOCIATION

Rate Card for 2016–2017

The rates for ads in the *Northwood News*, the newsletter of the Northwood-Four Corners Civic Association, remain unchanged for 2016–17.

With an ad in the *News*, you can reach *every one* of the ~1,485 households in the North Four Corners area. The *News* is *hand-delivered* to each home at the beginning of October, December, February, April, and June, when membership meetings are held.

That means a full-page ad costs about 10¢ per home!

There are four ad sizes. The Classified Ad is text only, a four-line ad for sale of merchandise, yard sale announcements, etc. *PDF versions of the newsletter—in full color—also appear on the NFCCA*

website, where each is viewed thousands of times. All ads in the online version contain a live hyperlink directly to your business' website.

Electronic versions of ads—or graphics used (300 ppi resolution)—are preferred and may be sent via eMail or mailed/delivered to the editor. DVDs or CDs must be PC-compatible, not for use in a Macintosh computer. Thumbdrives also may be used and will be returned. Ads also may be prepared in an Adobe InDesign or PageMaker file, but please include separate copies of all graphics used. If you use unusual fonts, substitutions may be made if you cannot forward the font to us.

We also can lay out an ad for

NORTHWOOD NEWS

Northwood News is published by the Northwood-Four Corners Civic Association. The NFCCA represents the roughly 1,485 households in the area bounded by Colesville Road (Route 29), University Blvd. (Route 193), Caddington Avenue/Loxford Terrace, and the Northwest Branch.

Northwood News is published five times a year—in October, December, February, April, and June. To place or discuss an ad, contact the editor or see our website.

Editor

Ms. Jacquie Bokow
10603 Cavalier Drive
Silver Spring, MD 20901
301.593.8566
nfcca@verizon.net

Website

www.nfcca.org

RATES

| NUMBER OF ISSUES: | 1 | 2 | 3 | 4 | 5 |
|---|-------|-------|-------|-------|-------|
| Full-Page Ad 6.5" wide, 9.5" high | \$150 | \$300 | \$450 | \$600 | \$750 |
| Half-Page Ad 6.5" wide, 4.5" high | \$ 75 | \$150 | \$225 | \$300 | \$375 |
| Single Column Ad 2.0" wide, 4.5" high | \$ 50 | \$100 | \$150 | \$200 | \$250 |
| Classified Ad 2.0" wide, 1" high [Up to four lines of 12-point Abadi Condensed type] | \$ 10 | \$ 20 | \$ 30 | \$ 40 | \$ 50 |

No discount for purchasing multiple ads.

Make checks payable to "NFCCA."

SEE
BACK PAGE FOR
DEADLINES AND
SAMPLES!

you if you send text or art work, or create one for you; there is no charge for this service.

Full payment for an ad must be received before it will be printed.

No political or issue ads will be accepted under any circumstances.

Camera-ready art (unless for scanning) is not accepted.

Full-Page Ad Dimensions:

6.5" wide, 9.5" high

DEADLINES

Ad text and/or artwork—as well as payment (rates are listed on front)—must be received by the editor by the following deadlines for inclusion in the appropriate issue:

| <u>Issue</u> | <u>Ad Deadline</u> | <u>Distribution Date*</u> |
|---------------|--------------------------|---------------------------|
| October 2016 | 18 September 2016 | 1 October 2016 |
| December 2016 | 15 November 2016 | 1 December 2016 |
| February 2017 | 15 January 2017 | 1 February 2017 |
| April 2017 | 15 March 2017 | 1 April 2017 |
| June 2017 | 15 May 2017 | 1 June 2017 |

**Distribution date is approximate, but all issues should be delivered no later than the second Wednesday of the month, the date of the NFCCA meeting.*

Both ad and payment must be received by the deadline listed above or it will not be included.

Payments may be made online (www.nfcca.org) or checks—payable to “NFCCA”—can be sent to: Ms. Jacquie Bokow, Editor, *Northwood News*, 10603 Cavalier Drive, Silver Spring, MD 20901-1622.

Half-Page Ad Dimensions:

6.5" wide, 4.5" high

Single Column Ad Dimensions:

2.0" wide, 4.5" high

Classified Dimensions:

2.0" wide, 1" high

YOUR CLASSIFIED AD HERE.
 Classified ads are allowed up to four lines of 12-point Abadi Condensed type.