



NORTHWOOD NEWS

PUBLISHED BIMONTHLY BY THE NORTHWOOD-FOUR CORNERS CIVIC ASSOCIATION

Rate Card for 2020–2021

In this time of Covid-19, even if our in-person meeting is cancelled, our newsletter is still (safely) hand-delivered to each home! If you remain open for business, it is more important than ever to let customers know, especially through a well-known and well-read way that meets them where they live.

With an ad in the *News*, you can reach every one of the ~1,485 households in the North Four Corners area at the beginning of October, December, February, April, and June. **A full-page ad costs only about 10¢ per home!**

There are now five ad sizes,

including our new Business Card ads, sized 10% smaller than a standard card.

PDF versions of the newsletter—in full color—also appear on the NFCCA website, where each is viewed thousands of times. All but classified ads in the online version contain a live hyperlink directly to your business' website.

PDF versions of ads—or graphics used (300 ppi resolution)—are preferred and may be sent via eMail to the editor. DVDs/CDs must be PC-compatible. USB flash drives also may be used and will be returned. Ads also may be prepared in an Adobe InDesign or

NORTHWOOD NEWS

The *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.

The *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
editor@nfcca.org

Website

www.nfcca.org

RATES

<u>NUMBER OF ISSUES:</u>	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>
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
Business Card Ad 3.15" wide, 1.8" high [Your existing card will be scanned and resized]	\$ 30	\$ 60	\$ 90	\$120	\$150
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!

PageMaker file. 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 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.

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 2020	15 September 2020	1 October 2020
December 2020	15 November 2020	1 December 2020
February 2021	15 January 2021	1 February 2021
April 2021	15 March 2021	1 April 2021
June 2021	15 May 2021	1 June 2021

**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

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.

Single Column Ad Dimensions:

2.0" wide, 4.5" high

NEW! Business Card Ad:

3.15" wide, 1.8" high

(10% decrease from standard business card size of 3.5" wide by 2" high; we can scan your existing business card for you or you can email it to us electronically)