



NORTHWOOD NEWS

PUBLISHED BIMONTHLY BY THE NORTHWOOD-FOUR CORNERS CIVIC ASSOCIATION

Rate Card for 2011-2012

Good news! Ad rates for the *Northwood News*, the newsletter of the Northwood-Four Corners Civic Association, remain unchanged for 2011–2012. With an ad in the *News*, you can reach *every one* of the ~1,490 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.

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

color—also will appear on the civic association’s website, nfcca.org.

Electronic versions of ads—or graphics used (300 dpi 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.** *Other types of disks are not acceptable.* Thumb-drives also may be used and will be returned. Ads also may be prepared in an Adobe InDesign or PageMaker file; please include copies of all graphics used.

We also can lay out an ad for you if you send text and

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Northwood News is published by the Northwood-Four Corners Civic Association. The NFCCA represents the roughly 1,490 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, please contact:

Editor

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

Website

www.nfcca.org

(optional) 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.

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	\$136	\$272	\$408	\$544	\$646*
Half-Page Ad 6.5" wide, 4.5" high	\$ 70	\$140	\$210	\$280	\$333*
Single Column Ad 2.0" wide, 4.5" high	\$ 37	\$ 74	\$111	\$148	\$176*
Classified Ad 2.0" wide, 1" high [Up to four lines of 12-point Abadi Condensed type]	\$ 12	\$ 24	\$ 36	\$ 48	\$ 57*

* Reflects a 5% discount if you purchase five ads by the 15 September 2011 deadline.
Make checks payable to "NFCCA."

See back page for deadlines & samples!

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 2011	15 September 2011	1 October 2011
December 2011	15 November 2011	1 December 2011
February 2012	15 January 2012	1 February 2012
April 2012	15 March 2012	1 April 2012
June 2012	15 May 2012	1 June 2012

**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.

Checks should be made payable to “NFCCA” and 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.