



NORTH FOUR CORNERS NEWS

PUBLISHED BIMONTHLY BY THE NORTHWOOD-FOUR CORNERS CIVIC ASSOCIATION

Rate Card for 2022–2023

In this time of Covid-19, even if our bimonthly meeting is held virtually, 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 ~1,600 households in the North Four Corners area at the beginning of October, December, February, April, and June. **A full-page ad costs less than 10¢ per home!**

There are four ad sizes, in-

cluding our new Business Card size, so how easy is that! (We can scan the card for you.)

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.

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

NORTH FOUR CORNERS NEWS

The *North Four Corners News* (formerly the *Northwood News*) is published by the Northwood-Four Corners Civic Association. The NFCCA represents the ~1,600 households in the area bounded by Colesville Road (Route 29), University Boulevard (Route 193), Caddington Avenue, and the Northwest Branch.

The *North Four Corners 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

Jacquie Bokow
10603 Cavalier Drive
Silver Spring, MD 20901
301.593.8566
editor@nfcca.org

Visit Our 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

Note: Classified Ads have been discontinued.

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 2022	15 September 2022	1 October 2022
December 2022	15 November 2022	1 December 2022
February 2023	15 January 2023	1 February 2023
April 2023	15 March 2023	1 April 2023
June 2023	15 May 2023	1 June 2023

**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, *North Four Corners 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

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)