

# Woodland Heights Civic Association Newsletter 2012 Advertising Contract

## Circulation

Five newsletters will be published this year, which will correspond with our annual meetings. They are distributed to the doors of all Woodland Heights residents. Each advertiser receives a copy. Total circulation is about 900 copies.

## Regulations

Acceptance of advertising material is subject to the approval of the Executive Board of the association and to the agreement by the advertiser to indemnify and protect WHCA from loss of expense resulting from claims or suits based on contents or subject matter of advertising. WHCA reserves the right to revise or reject at its option any advertising that it deems objectionable in text or illustration.

## Rate schedule and ad size

	1 Newsletter	2 Newsletters	3 Newsletters	4 Newsletters	5 Newsletters
Eighth page (3.5"x 2.375")	\$24.00	\$42.00	\$51.00	\$62.00	\$72.00
Quarter page (3.5" x 4.875")	\$40.00	\$74.00	\$94.00	\$116.00	\$136.00
Half page (7" x 4.875")	\$72.00	\$138.00	\$181.00	\$225.00	\$264.00
Full page (7" x 9.75")	\$136.00	\$266.00	\$353.00	\$443.00	\$520.00

## Submission Deadline for Photo Ready Ad

February 1st, 2012  
 April 1st, 2012  
 June 1st, 2012  
 September 1st, 2012  
 November 1st, 2012

## Payment

Please make checks payable to **Woodland Heights Civic Association**. Payment in full is due upon signing of contract for amounts up to and including \$100.00. For charges greater than \$100.00, half of the total is due upon signing of the contract and the remainder is due in May 2012.

.....  
 Company/Organization \_\_\_\_\_

Contact name \_\_\_\_\_

Mailing address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_

## Agreement

I (we) hereby agree to purchase the following advertising space in the 2012 WHCA newsletter:  
 (circle choices and insert total amount.)

Eighth page	February	April	June	September	November	\$
Quarter page	February	April	June	September	November	\$
Half page	February	April	June	September	November	\$
Full page	February	April	June	September	November	\$

Signature \_\_\_\_\_

Please send the bottom of this form and your ad to:  
 Kathy Herrell, 2720 Hillcrest Rd., Richmond, Va. 23225.  
 Questions, call 232-7656

After getting this form & payment to Kathy Herrell, you may email your digital artwork to [nnhomerepairs@aol.com](mailto:nnhomerepairs@aol.com)