

## **Glen Cove Community Association Newsletter Advertising Rates for 2014**

Updated 2/1/14

### **Option A:**

2.25" x 2.25"

\$20 per issue; \$18 per issue with a prepaid annual contract

### **Option B:**

Vertical: 2.25" wide x 4.5" deep

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Horizontal: 4.5" wide x 2.25" deep

\$33 per issue; \$29.75 per issue with a prepaid annual contract

### **Option C:**

3.5" wide x 3.5" deep

\$55 per issue; \$49.50 per issue with a prepaid annual contract

### **Option D:**

Half Page Horizontal: 7" wide x 4.5" deep

\$94 per issue; \$84.50 per issue with a prepaid annual contract

### **Option E:**

Full Page: 7" wide x 9" deep

\$180 per issue; \$162.00 per issue with a prepaid annual contract

### **Distribution**

- Active email addresses for the Glen Cove Community Association newsletter: 693. (Our 2013 growth rate was 16%.)
- Email list growth activities: GCCA community events at Glen Cove Elementary, the GCCA web site and postcard mailings.
- Success story:
  - The "open rate" for our newsletters is nearly 70%.

### **Supporting the Newsletter**

- Newsletter advertising funds help the Glen Cove neighborhood.
  - We have purchased new chairs for the multi-purpose room at Glen Cove Elementary
  - Provided Target gift cards to Glen Cove Elementary teachers to buy supplies for their classrooms

**Color**

- Advertisers receive free full color ads. Please design your digital ad in color.
- We produce a small amount of "hard copy" newsletters distributed to elderly residents in Glen Cove. Due to the cost, these newsletters may be in B/W.

**Ad Material and Production**

- Please e-mail your correctly sized, Camera-Ready Display ad to [nzimmerman51@gmail.com](mailto:nzimmerman51@gmail.com) in a JPEG format, PDF or GIF format.
- Please also email a copy to: [mazimmerman51@gmail.com](mailto:mazimmerman51@gmail.com)

**Ad Space and Ad Material Deadline**

- Ad Space Deadline for the April ISSUE: Thursday, March 15, 2014
- Ad Material Deadline for the April ISSUE: Thursday, March 15, 2014

Please call me with any questions about ad sizes and rates.

Sincerely,  
Monica Zimmerman  
Volunteer/Glen Cove Community Association  
707-556-3467  
[mazimmerman51@gmail.com](mailto:mazimmerman51@gmail.com)