



ROLAND PARK NEWS

Advertising Rates Sheet and Contract – 2011/2012

The *Roland Park News* is a quarterly newsletter published by the Roland Park Community Foundation. Copies are distributed in a highly-targeted manner: approximately 1,200 are mailed directly to Roland Park homeowners (demographically, a very desirable group) and approximately 150 are distributed through local businesses, the Roland Park Library, Roland Park Place and local realtors.

Rates

	Single Issue	Four Quarters*
Half Page (7 3/4" x 5")	\$ 600	\$ 2,100
Quarter Page (3 3/4" x 5")	\$ 300	\$ 1,000
Business Card** (3 1/2" x 2")	\$ 95	

*Sign up and **pay in full** for all four issues and receive a 10% discount. **Offered to "Word of Mouth" contractors for spring issue only.

Deadlines

Issue	Contract and Ad Mat'ls. Due	Payment Due
Spring (distributed early March)	February 1	March 1
Summer (distributed early June)	May 1	June 1
Fall (distributed early September)	August 1	September 1
Winter (distributed early December)	November 1	December 1

Payment in full is due within 30 days of our receipt of a signed contract. For annual advertisers (who buy space in all four issues), the 10% discount only applies if full payment for the year is received within 30 days of our receipt of a signed contract.

Art can be supplied as PDF (preferably print- or press-optimized), EPS, QuarkXpress or Illustrator files. Files larger than 5 MB should be supplied on a MAC-formatted CD. Please include hard copy of ad, screen/printer fonts and contact name.

Reservation

Name _____ **Payment enclosed \$** _____

Company _____

Address _____

Phone _____ **Email** _____

Reserve the following ad space:

- Half Page
- Quarter Page
- Business Card (spring only)

For these issues:

- Spring 2011
- Summer 2011
- Fall 2011
- Winter 2011/2012

Send Contract To:

Roland Park Community Foundation
 Attn: *Roland Park News*
 P.O. Box 16214
 Baltimore MD 21210
 Phone (410) 464-2525; Fax (410) 464-2533
 Email: Newsletter@rolandpark.org

Send Ad Materials To:

DesignConcept
 Attn: Jay Harrison
 8600 Foundry Street, No. 2050
 Savage MD 20763
 Phone (301) 317-8500; Fax (301) 317-8599
 Email: descon@designconcept.com