



# WESTMORLAND COURIER

## Advertising Information

The Westmorland Courier is distributed **six times a year** directly to the doors of about **1,000 homes** in the Westmorland Neighborhood located in Madison, Wisconsin. Our neighborhood is bordered by Mineral Point Road/Speedway Road to the north, Forest Hill Cemetery to the east, the Southwest Commuter Pedestrian/Bike Path to the south, and Midvale Boulevard to the west. The Courier has been in print for over 70 years and contains information on activities and topics that pertain to the neighborhood. It provides a low cost means of advertising to an **established community** and is **hand-delivered** by volunteers and block captains.

Each issue of the Courier has space designated for articles, information about community events and advertising. The editor receives numerous announcements on community events from businesses, non-profit groups, churches, and community organizations. The selection of which articles get included depends on the size of the announcement, the timing of event dates, and how the topic pertains to the neighborhood.

### ADVERTISING RATES 2017\* **NEW! FULL COLOR OPTIONS!**

Type	Size (approximate)	Annual Black Only	One-Time Black Only	Annual Full Color	One-Time Full Color
Standard #1	1 ¼" w x 1" h	\$95	\$30	\$380	\$120
Standard #2	1 ¾" w x 2" h	\$126	\$40	\$504	\$160
Standard #3 (Business Card size)	3 ½" w x 2" h	\$173	\$55	\$692	\$220
Quarter Page	3 ½" w x 4 ¾" h	\$252	\$80	\$1008	\$320
Half Page	7 ½" w x 5" h	\$341	\$110	\$1364	\$440
Full Page	7 ½" w x 9 ¾" h	\$525	\$150	\$2100	\$600
Full Page Insert Option #1: <i>You provide 1000 hard copies of the insert.</i>	8 ½" w x 11" h	\$550	\$165	\$550	\$165
Full Page Insert Option #2: <b>Single-Sided</b> <i>(You provide PDF file. We print.)</i>	8 ½" w x 11" h	\$650**	\$200**	\$2600	\$800
Full Page Insert Option #3: <b>Double-Sided</b> <i>(You provide PDF file. We print.)</i>	8 ½" w x 11" h	\$800**	\$250**	\$3200	\$1000

\*Ask about our discounted rates for non-profit groups.

\*\*Insert price varies with paper choice.

Edition (2017)	Advertising Submission Deadline
January (2 <sup>nd</sup> week)	December 20, 2016
March (1 <sup>st</sup> week)	February 4, 2017
May (1 <sup>st</sup> week)	April 5, 2017
Summer (2 <sup>nd</sup> week of June)	May 20, 2017
September (1 <sup>st</sup> week)	August 5, 2017
November/Holiday (2 <sup>nd</sup> week)	October 14, 2017

**CONTACT:**

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 WNA Ad Manager  
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### SUBMISSION INSTRUCTIONS

Please forward all artwork for ads to Beth Erlandson at [beth@silverlinestudio.com](mailto:beth@silverlinestudio.com). Preferably, artwork should be in an electronic format, sized to the dimensions of the ad space (as listed in the table above), and saved as a .jpg or PDF file. Please contact Beth to make special arrangements or for drop-off information if you will be providing copies for a full page insert.

### IMPORTANT INFORMATION

The Westmorland Courier does not accept advertisements supporting specific individuals or parties in elections for public office. All ad content is subject to review by the Westmorland Neighborhood Association Ad Manager and the Board of Directors, if warranted. **New ads are accepted based on space availability.**