



WESTMORLAND COURIER

Advertising Information

The Westmorland Courier is distributed **four 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 75 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 2021*

Type	Size (maximum)	Annual (4x) Black Only	One-Time Black Only	Annual (4x) Full Color	One-Time Full Color
Business Card Horizontal	3.5" W x 2" H	\$175	\$55	\$525	\$165
Business Card Vertical	2" W x 3.75" H	\$190	\$60	\$575	\$180
Footlight	7.5" W x 1.5" H	\$190	\$60	\$575	\$180
Quarter Page	3.75" W x 5" H	\$290	\$90	\$865	\$270
Half Page Horizontal	7.5" W x 5" H	\$380	\$120	\$1150	\$360
Half Page Vertical	3.75" W x 9.875" H	\$380	\$120	\$1150	\$360
Full Page	7.5" W x 9.875" H	\$640	\$200	\$1920	\$600

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

2021 Volume LXXX	Ad Submission Deadline
Spring	1/22/21
Summer	4/23/21
Fall	7/23/21
Winter/Holiday	10/22/21

CONTACT:

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 WNA Ad Manager
 608-332-9752
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SUBMISSION INSTRUCTIONS

Please forward all artwork for ads to Beth Erlandson at 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 PDF file. Please contact Beth Erlandson with any questions.

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.**