



neighborhood news

A public service of your Bluemont Civic Association

2013–14 Advertising Rates & Specifications

bluemontcivic.org

Advertise with us!

BCA News is the trusted source of news and information for Bluemont residents. Our printed neighborhood-wide distributions in spring (April) and fall (Sept.) reach over 2,000 households. Up to 8 additional issues—mailed monthly Oct. through June—reach approximately 300 paid members. Our online, full-color version is available to all. Contact George Rovder at president@bluemontcivic.org to reserve your ad space today. **Reservations are due on the first day of the month of publication.** Delivery typically occurs the third weekend of the month.

FREE ONLINE LISTING

All advertisers get a free listing on bluemontcivic.org when they purchase ad space!

HALF-PAGE

7.5" W x 4.75" H

\$180 PER ISSUE

Available only in the spring and fall neighborhood-wide issues

QUARTER-PAGE

3.5" W x 4.75" H

\$95 PER ISSUE

Spring and fall neighborhood-wide distribution

\$80 PER ISSUE

Monthly members-only distribution

BUSINESS CARD SIZE

3.5" W X 2" H or 2" W x 3.5" H

\$60 PER ISSUE

Spring and fall neighborhood-wide distribution

\$30 PER ISSUE

Monthly members-only distribution

AD SPECIFICATIONS

We require high resolution files (PDF, JPG, EPS, PNG or TIFF; at least 300 dpi). You may also provide a business card for that size ad. Please submit your ad and any questions to editors@bluemontcivic.org. A PDF proof will be emailed to you for approval prior to publication. The printed version of BCA News is printed in black & white on blue paper. Please prepare your ad with that in mind.

SAVE \$30!

Advertise in all 10 issues, Sept.–June, for \$330 per year

➤ BUSINESS CARD SIZE ONLY ◀
10 issues include
2 neighborhood-wide distributions

FULL-PAGE

7.5" W x 10" H

\$350 PER ISSUE

Available only in the spring and fall neighborhood-wide issues

**YOUR AD
HERE!**

Reach 2,000 of your Bluemont households with our spring and fall neighborhood-wide issues—we appreciate that your business supports our civic association. Bluemont residents and civic association members are happy to patronize local businesses, like yours, especially those located within walking distance of Bluemont.

Contact us to reserve a space today!

➔ See reverse for more size options and contact information.

