



WESTMORLAND COURIER

Advertising Information

The Westmorland Courier is distributed **six times a year** to about **1,000 homes** in the Westmorland Neighborhood located in Madison, Wisconsin. Our neighborhood is bordered by Mineral Point Road to the north, Glenway Street 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 65 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 2007*

Type	Size (approximate)	Annual Rate	One-Time Rate
Standard #1	1 ¾" w x 1" h	\$75	\$25
Standard #2	1 ¾" w x 2" h	\$110	\$40
Standard #3	1 ¾" w x 3" h	\$140	\$50
Quarter Page	3 ¼" w x 4 ½" h	\$215	\$75
Half Page	7 ½" w x 4 ½" h	\$300	\$100
Full Page Insert #1: Single-Sided <i>(You provide electronic copy of ad. We do the copying.)</i>	8 ½" w x 11" h	\$650	\$200
Full Page Insert #2: Double-Sided <i>(You provide electronic copy of ad. We do the copying.)</i>	8 ½" w x 11" h	\$800	\$250
Full Page Insert #3: Copies Provided <i>(You provide 1000 hard copies of ad.)</i>	8 ½" w x 11" h	\$500	\$150

*Ask about our discounted rates for non-profit groups

ADVERTISING DEADLINES

<i>Deadline to Submit Ad</i>	<i>Delivered (2007)</i>
December 18, 2006	January
February 13, 2007	March
April 23, 2007	May
June 4, 2007	July
August 27, 2007	September
October 29, 2007	November

CONTACT

Kristy Casto
WNA Ad Manager
204-9013
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SUBMISSION INSTRUCTIONS

Please forward all artwork for ads to Kristy Casto at kecasto@tds.net. 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 Ms. Casto 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.