



Woodtales

Advertising Specifications

January, 2009

Publication Definition

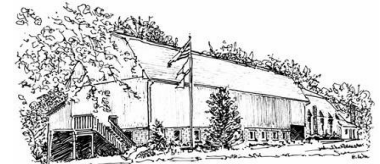
Woodtales is a monthly newsletter distributed to approx. 4000 residences in (or near) Hawthorn Woods, IL, by the Hawthorn Woods Women's Club. Ten issues a year are published, with June/July & Aug/Sept as the two double-month issues. Each issue is between 16 to 32 pages long. The newsletter reaches mailboxes just before the 1st of the month. For example, the October Issue reaches consumers on or about Oct. 1st.

Advertising Rates

Advertisements must conform to one of the below defined dimensions in inches:

<u>AD SIZE</u>	<u>DIMENSION (W"xH")</u>	<u>MONTHLY FEE</u>
1 Square Ad	1-7/8 x 1-1/4	\$35
2 Square Ad (horizontal)	3-3/4 x 1-1/4	\$50
2 Square Ad (vertical)	1-7/8 x 2-1/2	\$50
3 Square Ad (business card)	3-3/4 x 2	\$65
4 Square Ad	3-3/4 x 2-1/2	\$75
6 Square Ad	3-3/4 x 3-3/4	\$95
8 Square Ad (horizontal)	7-1/2 x 2-1/2	\$125
8 Square Ad (vertical)	3-3/4 x 5	\$125
10 Square Ad (horizontal)	7-1/2 x 3	\$145
Half-Page Ad (16 squares)	7-1/2 x 5	\$175
Full Page	7-1/2 x 10	\$280
Back Cover*	7-1/2 x 7	\$280
Initial Scan or Setup		\$8

*** Back Cover Note**
 The back cover may be reserved in advance for a single month. An advertiser cannot reserve more than one month in a single season, unless no one else has reserved the back cover by that issue's deadline.



Season Discount

A "Season" is defined as an entire year of Woodtales advertising ~ 10 issues. If commitment is made to ten issues and the year of advertising is paid in full the first month, a 10% discount is applied. Advertiser receives 10 issues of ads for the price of 9.

Placing An Ad

To place an ad, contact Kim Penny, Editor of Woodtales, via email kp.woodtales@gmail.com or call 224-422-9852 or mail to HWWC, 2 Lagoon Dr., Hawthorn Woods, IL 60047. To ensure the best quality, please supply an electronic version of any graphics or logos if they are available (.jpg preferred). For scans, a white background is best. Deadline is the 1st of the Month **prior** to the Issue Month. For example, September 1st is the deadline for the October Issue. Be sure to include your billing address and specify how long you would like the ad to run. Thank you!