

HERITAGE HERALD DISPLAY AD RATE CARD

Effective January 1, 2008

The **HERITAGE HERALD** is the neighborhood newsletter of the Heritage Hill Association. It is published six times a year (bi-monthly) and is mailed to every household, business, institution in the Heritage Hill neighborhood as well as 500 non-resident members. **Circulation -- 4,500.**

In addition to the print version, the Herald is posted on the Association's website, www.heritagehillweb.org. The printed version is in black and white; the website posting is full color. The Association's printer can work with most design formats. Email ads to heritage@heritagehillweb.org. Call (616)459-8950 if you have any questions.

A 33% discount is available on a year contract (six consecutive issues). The year contract price is listed as per issue but is a commitment for the next six issues. Contract advertisers also get a link posting on the Association's website.

<u>ISSUE</u>	<u>AD DEADLINE</u>	<u>DISTRIBUTION</u>
JANUARY/FEBRUARY	JANUARY 2	FEBRUARY 1
MARCH/APRIL	MARCH 1	APRIL 1
MAY/JUNE	MAY 1	JUNE 1
JULY/AUGUST	JULY 1	AUGUST 1
SEPTEMBER/OCTOBER	AUGUST 20	SEPTEMBER 20
NOVEMBER/DECEMBER	OCTOBER 20	NOVEMBER 20

FULL PAGE – (8-1/2 x 11") Single issue \$525; Year Contract \$352 per each issue

HALF PAGE – (7-1/4 x 5") Single Issue \$280; Year Contract \$187 per each issue

QUARTER PAGE – (4'3/4 X 4-1/4")
Single Issue \$175; Year Contract \$117 per each issue

3" Column
(2-1/4 x 3")
Single Issue \$85
Year Contract \$57

EIGHTH PAGE – (4-3/4 X 2-1/8")
Single Issue \$110; Year Contract \$74 per each issue

2" Column
(2-1/4 x 2")
Single Issue - \$68
Year Contract - \$46

1" Column
(2-1/4 x 1")
Single Issue - \$42
Year Contract - \$28

Classified Ad: \$10 per issue (up to 20 words)