

HERITAGE HERALD DISPLAY AD RATE CARD



HERITAGE HILL ASSOCIATION
 126 COLLEGE AVE SE
 GRAND RAPIDS, MICHIGAN 49503
 (616) 459-8950 FAX (616) 459-2409

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, and 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 -- view at 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 or call (616)459-8950 if you have any questions.

A contract discount of 33% is available to those advertisers placing an ad in 6 consecutive issues.

Ads can be changed for each issue but the contract is a commitment to run ads in 6 issues. Contract advertisers also get a link posting on the Association's website.

<u>ISSUE:</u>	<u>DEADLINE:</u>	<u>DISTRIBUTION:</u>
JANUARY/FEBRUARY	JANUARY 2	FEBRUARY 1
MARCH/APRIL	MARCH 1	APRIL 1
*MAY/JUNE (HOME TOUR ISSUE)	APRIL 15	MAY 1
JULY/AUGUST	JULY 1	AUGUST 1
SEPTEMBER/OCTOBER	SEPTEMBER 1	OCTOBER 1
NOVEMBER/DECEMBER (ANNUAL MTG)	OCTOBER 20	NOVEMBER 20

FULL PAGE – (8.5" x 11") Single issue \$525; *Contract \$352 per each issue*

HALF PAGE – (7.25" x 5") Single Issue \$280; *Contract \$187 per each issue*

QUARTER PAGE – (4.75" x 4.25")
 Single Issue \$175; *Contract \$117 per each issue*

EIGHTH PAGE – (4.75" X 2.10")
 Single Issue \$110; *Contract \$74 per each issue*

3" Column
 (2.25" x 3")
 Single Issue \$85
 Contract \$57 per issue

2" Column
 (2.25" x 2")
 Single Issue - \$68
 Contract - \$46 per issue

1" Column
 (2.25" x 1")
 Single Issue - \$42
 Contract - \$28 per issue

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