



WHNA Advertising policies have been established to ensure fair and consistent application of the policies to all advertisers. The Advertising Manager is the primary point of contact for all advertising. In the event of an advertising dispute the WHNA Executive Committee will have the final word. Policies established within this document apply to printed advertising in the *Highlighter* and any future advertising on the website or in the electronic newsletter.

Advertising policies and rates must be approved by the WHNA Board.

### **Advertising Content**

WHNA accepts ads for legitimate services, retail businesses, and for events of local interest. It does not accept ads that: are political or promote a particular political candidate; promote unlawful activities; are sexually explicit; or come from organizations with a clear bias or prejudice against a particular group. WHNA reserves the right to refuse to publish an advertisement.

Decisions about advertising content are made by the Advertising Manager in collaboration with the *Highlighter* Editor, Webmaster or Communication Committee Chair. In the event of disagreement, the WHNA Executive Committee will make the final decision.

### **Eligible Advertisers**

Any legitimate business or organization can advertise. Advertisers must have a business name, street address and phone number. Advertising is not available to businesses whose only address is a PO Box.

When there are more advertisers than available space, ad priority is given in this order:

1. Businesses that have paid in advance
2. Washington Heights businesses (retail and resident owners) <sup>1</sup>
3. Businesses that are members of the association
4. Non-resident businesses

<sup>1</sup>. Includes all store-front businesses within the boundaries of WHNA including those on the opposite side of the border streets of North Ave., 60<sup>th</sup> St. and Vliet St. In addition, it includes businesses operated from a resident's home and those that operate outside of the area but are owned by area residents.

Community Page ads are limited to WHNA residents, members or businesses located in the Washington Heights area.

### **Advertising Space - *Highlighter***

The association has set an advertising target of 25% to 35% per issue. It may become necessary to increase the number of pages in the *Highlighter* to accommodate additional content or advertising. The Advertising Manager and *Highlighter* Editor will take the appropriate action that ensures that production costs are covered and the best interests of the Association are met. Should these two not reach agreement the question will be presented to the Executive Committee for final decision.



### Advertising Rates – *Highlighter*

Description	Size (inches)	Color	B/W
1/8 page	3.625 W x 2.25 H	\$85	\$60
1/4 page	3.625 W x 4.75 H	\$120	\$80
1/2 page vertical	3.625 W x 10.0 H	\$175	\$125
1/2 page horizontal	7.50 W x 4.75 H	\$175	\$125
Full Page	7.50 W X 10.0 H	\$350	\$275
Insert <sup>(1)</sup>	8.5 x 11		\$250
Community Page Ad	3.625 W x 1.0 H	N/A	\$30

<sup>(1)</sup> Advertiser must present sufficient copies to the collating site prior to the day of collating.

### Advertising Rates – Website and e-newsletter

To be determined

### Advertising Payment

Ad orders require payment in advance. Payment for Ads must be to *Washington Heights Neighborhood Association* or *WHNA*.

The Association offers a discount (10%) to those who order an ad for 4 consecutive *Highlighter* issues. To qualify for the discount **all four (4) ads must be of the size and color scheme**. At its discretion, WHNA offers a discount for one ad per issue to partner organizations that provide social or community service to the Washington Heights or provide other services directly to the association. Qualifying partners must be approved by the Board.

### Ad Manager Role

The Ad Manager is the primary representative of the Association in regard to advertising. The Ad Manager is responsible for maintaining records of orders and payments. She/he coordinates with the Editor and designer to ensure that all approved ads are included. In addition, once payments have been received and recorded the ad manager will forward the payments to the treasurer in a timely manner. The Ad Manager will provide the Board with an ad report showing each advertiser, the type of ad, amount charged and the amount received at the meeting following the distribution of each *Highlighter*.