

Washington Heights Neighborhood Association

Attn: Advertising Manager
 PO Box 080140
 Milwaukee, WI 53208



In the city - out of the ordinary

ADVERTISING ORDER FORM – 2015

Advertiser Information (Please PRINT)	
Business Name:	Contact Name:
Address:	City/State/Zip:
Phone:	E-mail:

AD SIZES AND RATES

Ad Size	Ad Specifications	B&W Cost	Color Cost
1/8 PAGE AD	3.625" W X 2.25"H	\$75	\$105
1/4 PAGE AD	3.625" W X 4.75"H	\$105	\$150
1/2 VERT. PAGE AD	3.625" W X 10.00"H	\$160	\$220
1/2 HORZ. PAGE AD	7.50" W X 4.75"H	\$160	\$220
FULL PAGE AD	7.50" W X 10.00"H	\$345	\$440

Artwork Specs – Ads must be designed with a keyline around entire ad. Ad must be supplied as a PRINTABLE PDF file with all fonts outlined.

Artwork must be emailed to the designer at: adartwork@whna.net

Circulation – WHNA distributes approx. 3,700 Highlighter to WH residents and businesses 4 times per year.

Cancellation – Ads cannot be cancelled after Artwork Due Date. Ad payment is non-refundable except under the condition where WHNA fails to publish an ad for which payment has been received. All artwork **MUST BE** submitted by ad deadline. There is no refund if the artwork is not submitted on time.

INSERT*	Insert Specs	Insertion Cost	
	8.50" W X 11.00"H	\$285	n/a

* Insertion cost is for placement of inserts in publication and DOES NOT cover printing costs for inserts. Advertiser is responsible for printing of inserts (3,700 copies) and must have the inserts delivered on or before the day collating is scheduled (see insert due date below). Contact the ad manager to identify the collating site (advertising@whna.net). There is a limit of 6 inserts per issue on a first come, first served basis.

HIGHLIGHTER SCHEDULE

Note: Dates are subject to change without notice.

Issue	Contract/Art Due	Insert Due (1)	Delivery Begins
Spring	Feb 11th	Mar 11th	Mar 14th
Summer	May 13th	Jun 10th	Jun 13th
Fall	Aug 19th	Sept 16th	Sept 19th
Winter	Oct 28th	Nov 18th	Nov 21th

Conditions – The Highlighter Committee has editorial and advertising control over each issue. Neither WHNA nor the committee shall be liable for errors or damages if it fails to publish an advertisement. The Highlighter committee strives to meet deadlines for distribution. Advertiser understands and accepts that the Highlighter publication is produced and distributed by volunteers and may be affected by incidents beyond WHNA's control.

***Multiple Ad Discount**– Ads must be the same size and color for all (4) issues.

Ad placement per issue is on a priority basis determined by the following:

- 1) Washington Heights business
- 2) Association Members
- 3) Non Washington Heights businesses

Payment – Ad Payment must accompany this order form. WHNA requires prepayment for advertising. Make check payable to WHNA and mail the payment along with this contract to the address above. Send questions to: advertising@whna.net

AD SELECTION & PAYMENT CALCULATION

Multiple Ad Discount: *There is a 10% DISCOUNT for commitment to ad placement in all four issues**

Issue: ___ Spring ___ Summer ___ Fall ___ Winter

Ad: ___ Full ___ 1/2 pg V ___ 1/2 pg H ___ 1/4 pg ___ 1/8 pg ___ Community ___ Insert

Ad Calculation:

Ad/Insert Rate: \$ _____ X # of issues: _____ = Sub-Total: \$ _____

Multiple Ad Discount - If Applicable: (-10% \$ _____)

TOTAL \$ _____

Notes:

Signature: _____

Date: _____