

Washington Heights Neighborhood Association

Attn: Advertising Manager

PO Box 080140

Milwaukee, WI 53208



2021 Highlighter Advertising Order Form

Advertiser Information (Please print):

Business Name		Contact Name	
Address		City/State/Zip	
Phone	E-mail		

Ad Sizes and Rates

Ad Size	Ad Dimensions	Cost
1/8 Page	3.625" W x 2.25" H	\$115
1/4 Page	3.625" W x 4.75" H	\$165
1/2 Page Vertical	3.625" W x 9.8125" H	\$240
1/2 Page Horizontal	7.5" W x 4.75" H	\$240
Full Page	8.5" W x 11" H	\$480

Artwork Specs: Ads must be designed with a keyline around entire ad. Ad must be supplied as a print-ready PDF file with all fonts outlined. Artwork must be emailed to advertising@whna.net by the contract/art due date.

Circulation: WHNA distributes approximately 3,700 copies of the *Highlighter* to Washington Heights residents and businesses four times per year.

Cancellation: Ads cannot be cancelled after the contract/art 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 contract/art due date. There is no refund if the artwork is not submitted on time.

Conditions: The WHNA Communication 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 Communication Committee strives to meet deadlines for distribution. The advertiser understands and accepts that the *Highlighter* publication is produced and distributed by volunteers and may be affected by incidents beyond WHNA's control.

Payment: Ad payment must accompany this order form. WHNA requires pre-payment for advertising. Make check payable to WHNA and mail payment along with this order form to the address above.

Highlighter Schedule

Note: Dates are subject to change without notice.

Issue	Contract/Art Due	Delivery Begins
Spring 2021	February 12, 2021	March 12, 2021
Summer 2021	May 14, 2021	June 18, 2021
Fall 2021	August 6, 2021	September 10, 2021
Winter 2022	November 5, 2021	December 3, 2021

Ad Selection and Payment Calculation

Multiple Ad Discount: There is a 10% discount for commitment to ad placement in all four issues. Ad must be the same size in all issues to qualify for the discount.

Issue: Spring 2021 Summer 2021 Fall 2021 Winter 2022

Ad size: Full 1/2 Vert. 1/2 Horiz. 1/4 1/8

Payment calculation:

Ad rate: \$ _____ X # of issues: _____ = Subtotal: \$ _____

Multiple Ad Discount (if applicable): -10% \$ _____

Total Due \$ _____

Notes

Questions? Please contact us at advertising@whna.net

Signature

Date