

Advertisements in the Sunnyside Neighborhood News are an important revenue source to sustain the production and delivery of the newsletter. Advertisements are also a valuable resource for local businesses to reach neighbors and show support for the neighborhood association.

### **Size, Quantity and Placement**

Advertisements for the SNA Newsletter should be 2.4 inches wide and 1.5 inches high. Ads should be grayscale and at least 300dpi in resolution and be prepared for printing in black toner on canary yellow paper. Acceptable formats for advertisements are high resolution .png, .jpg, .gif, or .psd. SNA does not prepare advertisements for advertisers, however, advertisers needing assistance may be referred to the layout volunteer.

Advertisement content is to be approved by the editor of the SNA newsletter or the president of the SNA.

All advertisements or changes to advertisements are due by the 15th of the month prior to the desired printing.

Ad placement is determined by the layout volunteer. All placements are the same price.

The newsletter can accommodate a maximum of 11 advertisements at this size.

### **Pricing**

Pricing as of April 2015 is \$30 a month or \$360 for 13 months (if paid in full). Advertisements are booked for a minimum of 3 months. The board should consider price increases on an annual basis.

### **Priority and Waitlisting**

Priority for newsletter advertisements is given to businesses in the Sunnyside Neighborhood borders, and is, otherwise, first come first served.

When 11 advertisement spaces are in play, one space will be reserved for ads from new businesses in the neighborhood for 3 month non-renewable placements.

### **Transitions**

Advertisers not in compliance at the time of adoption of these policies will be allowed to fill out their current term, or 3 months, whichever is lesser. An advertiser with a longer term will be allowed to terminate their contract with a refund if desired.

Effective:

By vote of the Sunnyside Neighborhood Association Board