

University Heights Community Association

UHSD.ORG



# NEWS AD RATES

**Circulation & Readership:** Published monthly with an estimated readership of 12,000; 5,000 complimentary UHCA newspapers are delivered by over 60 neighborhood volunteers door-to-door to University Heights single-family homes, and in bulk throughout the community in high traffic locations, businesses, and libraries.

### Deadlines

The deadline for all advertising is the 10th of each month at 5 p.m.

### Acceptance

The publisher reserves the right to reject or cancel any advertising that does not conform to the standards of the publication at any time.

### Guaranteed Positions

Advertisers requesting special placement will be given every consideration but cannot be guaranteed.

### Payment

Payment for all advertising is due upon order. A monthly billing account is available with approved credit. Payment terms are net 10 days. Payments not received 30 days after billing are subject to a 1.5% (18% per annum) finance charge. We reserve the right to revise advertising rates at any time upon 30 days notice.

### Mechanical Specifications

Camera-ready, non-bleed digital art files must be submitted at the exact size. Preferred file format is Adobe® InDesign® press quality PDF. CMYK format. No spot colors. For questions regarding mechanical specifications contact us at: [graphics@uhsd.com](mailto:graphics@uhsd.com)

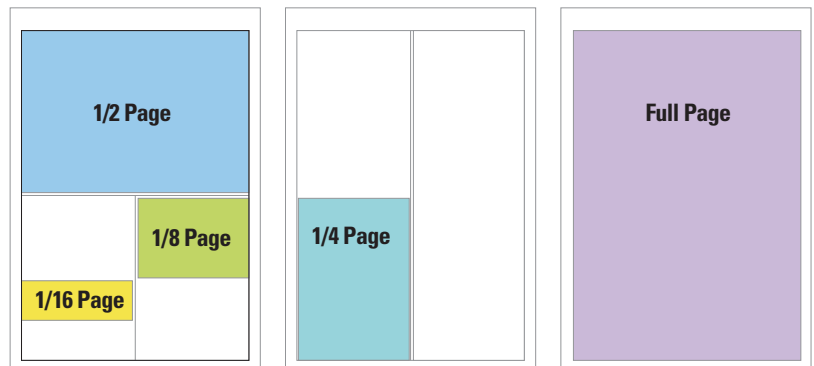
### Artwork and Proofing

Ad design, camera work and rebuilding ad artwork files will be charged at standard design and production rates. Final proofs are for information checking only. Design changes are subject to extra charges.

### Errors

Liability of the publisher for errors differing from signed client proof is limited to the cost of the space containing the error and limited to the first insertion. Notification of the error must be made within 5 days of publication.

AVAILABLE AD SIZES	INSIDE	BACK COVER
1/16 Page: 1.875" H x 5" W	\$35	
1/8 Page: 3.75" H x 5" W	\$65	See Reverse
1/4 Page: 7.5" H x 5" W	\$130	For Packages Available
1/2 Page: 7.5" H x 10.25" W	\$230	
Full Page: 15.5" H x 10.25" W	\$350	



 For information or to place an ad please call our advertising director, Susan Holts at  (619) 295-3950.



# NEWS BACK PAGE

Our back page is a **special location** in the newspaper with the highest visibility. *UHCA News* has introduced a new way to help our advertisers obtain maximum value from our partnership and ensure that their message is seen by more people across all of our communications channels.

### More Impact, More Engagement, Higher Value

In order to make our newspaper even more readable, **and your advertisement stand out even more**, we have redesigned the paper, including the back page, to feature more graphics, more content, with fewer but more prominent ads on the back page. These ads will now be sold in packages with a year-long commitment (10 issues) and are reserved for UHCA Golden Ostrich Business members.

In addition to having your ad run on the back page for a specified number of insertions during the year, your ad will be featured inside the newspaper in a prime location on the months not on the back page.

In addition, each package will include additional opportunities for you to reach our audience, including our active social media channels (*over 1,300 Facebook followers, and over 1,000 Instagram followers*), "It's Your Business" spotlight articles, and featured articles throughout the year. The UHCA News and Social Media teams will work with you on the timing and writing for each of the pieces.




### Packages and Cost

Overall, the cost will remain the same for existing advertisers, **with significant additional exposure through social media and editorial coverage**. Our annual packages available are:

- **1/4 page, \$160/issue (\$1,600/year), 20 exposures**
  - 3 insertions on back page per year
  - 7 insertions inside in a prime location
  - 2 featured articles - you can write (with editorial approval) or we can work with you to write
  - 1 "It's Your Business" spotlight article
  - 6 social media posts (Facebook, Instagram)
  - 1 blog article on [www.uhsd.org](http://www.uhsd.org)
  
- **1/2 page, \$280/issue (\$2,800/year), 23 exposures**
  - 4 insertions on back page per year
  - 6 insertions inside in a prime location
  - 3 featured articles - you can write (with editorial approval) or we can work with you to write
  - 1 "It's Your Business" spotlight article
  - 8 social media posts (Facebook, Instagram)
  - 1 blog article on [www.uhsd.org](http://www.uhsd.org)

*To preserve exclusivity and ensure impact, packages are limited to two 1/2 page and two 1/4 page packages.*

 For information and to reserve your package, please call our advertising director, Susan Holts at (619) 295-3950

*This illustration shows how ad placements on the back page will work over the course of a year. A and B are 1/2 page packages and C and D are 1/4 page packages. Exact placements will change based on the creative design of a particular issue, ensuring that your ad is positioned in a variety of locations. Timing of ads may change with mutual agreement.*

