

# Lawn Acres Civic Association Newsletter Advertisement Specifications

## Ad Dimensions and Rates

Full Page - 7.5" wide x 10" high

Rate - \$90/per issue

**Discount - One (1) free month if pre-pay full year**

1/2 Page Horizontal or Vertical - 7.5" x 5" or 3.63" x 10"

Rate - \$50/per issue

**Discount - One (1) free month if pre-pay full year**

1/4 Page Vertical - 3.63" x 5"

Rate - \$30/per issue

**FULL YEAR ONLY (\$180 for 1 year - 6 issues)**

Business Card — 3.5" wide x 2" high

Rate - \$15/per issue

**FULL YEAR ONLY (\$90 for 1 year - 6 issues)**

Special Insert Page B/W or Grayscale

Rate - ONE SIDED \$60/per issue

- TWO SIDED \$90/per issue

**Discount - Two (2) free months if pre-pay full year**

### ADDED BONUS

In addition to being advertised in our newsletter, every paid advertiser can also have a credit card sized ad, with a link to their web site, displayed on our web site.

Please note that Lawn Acres Residents that have paid their annual membership dues can have their business card posted on our web site at no charge with a link to their web site if they so choose.

Please note that Lawn Acres Civic Association Reserves the right to edit/or refuse advertising.

## Submissions

1. **By Email or CD:** The following file types will be accepted:  
**High Resolution PDF** (preferred), **TIF and JPG** - Images should be high resolution (300 pixels per inch).
2. **Business cards:** Business cards may be submitted for scanning or submitted as a file meeting the criteria in 1) above.

Email files to: [tom@lawnacres.com](mailto:tom@lawnacres.com)

Mail business cards or CDs to: Tom Tianich, 5818 Madison Street, Hollywood, FL 33023

3. **Extra Work:** If an advertisement needs to be adjusted to meet format requirements (e.g. resizing, problem fonts, reformatting, etc.) the advertiser will be charged accordingly, at the rate of \$60.00 per hour.
4. **Ad Design Services:** To have your ad designed by us, contact Tom at 954-986-4222 or [tom@originalcomputerguy.com](mailto:tom@originalcomputerguy.com)  
FREE DESIGN WITH PAID FULL YEAR
5. **Need more information?** Sales, Technical, Website or General questions - Call Tom at 954- 667-7535 or email [tom@lawnacres.com](mailto:tom@lawnacres.com)
6. Prices are for COLOR NEWSLETTERS. If due to a technical issues a particular newsletter is printed in B/W advertiser will be issued a prorated credit.
7. Approximate circulation 300 printed hand delivered and 150+ E-mailed

## FULL PAGE

7.5" wide x 10" high

## HALF PAGE VERTICAL SIZE

3.63" wide x 10" high

## BUSINESS CARD SIZE

3.5" wide x 2" high  
FULL YEAR ONLY

## QUARTER PAGE SIZE

3.63" wide x 5" high  
FULL YEAR ONLY

## HALF PAGE HORIZONTAL SIZE

7.5" wide x 5" high