



## EXPAND YOUR CUSTOMER BASE

### ADVERTISE TO 7,200 NORTH SPRINGFIELD RESIDENTS

The North Springfield Civic Association (NSCA) Newsletter is distributed six times a year  
October, November, February, March, April and May.

#### Advertising with NSCA includes:

- ✓ Choice of Black and White (B&W) or Color Advertisements (color is available on a limited first come first serve basis)
- ✓ The print ad will appear in the print version of newsletter distributed to all North Springfield residences. The ad will also be archived in the electronic version of the Newsletter on the NSCA Website (<http://www.nscivic.org>)
- ✓ One or Two month individual purchase includes: Ad will appear on the NSCA web site in the month(s) that the ad appears
- ✓ Three to Five Month purchases include: Price is discounted 5% and the ad will appear on the NSCA Website for 6 months from date of purchase
- ✓ Six Month purchases include: Price is discounted 10% and the ad will appear on the NSCA Website for 12 months
- ✓ Anyone purchasing a Multi-Month ad can host a table at the monthly meetings during the month(s) the ad runs.
- ✓ NSCA Members with a home-based business receive a 10% discount on the monthly rate for any size and frequency
- ✓ Purchase the prominent last page advertising spot for \$180.00 a month. Multi-month purchase discounts apply. Space sold on first come basis

#### Monthly and Multi-Month Discounted Prices:

##### MULTI-MONTH ADVANCE PAYMENT DISCOUNTING

<u>Type</u>	<u>Monthly Rate</u>		<u>Three Months</u>		<u>Four Months</u>		<u>Five Months</u>		<u>Six Months</u>	
	<u>B&amp;W</u>	<u>Color</u>	<u>B&amp;W</u>	<u>Color</u>	<u>B&amp;W</u>	<u>Color</u>	<u>B&amp;W</u>	<u>Color</u>	<u>B&amp;W</u>	<u>Color</u>
<b>Business Card</b>	\$25	\$35	<b>\$71</b>	<b>\$100</b>	<b>\$95</b>	<b>\$133</b>	<b>\$119</b>	<b>\$166</b>	<b>\$135</b>	<b>\$189</b>
<b>Quarter Page</b>	\$40	\$50	<b>\$114</b>	<b>\$143</b>	<b>\$152</b>	<b>\$190</b>	<b>\$190</b>	<b>\$238</b>	<b>\$216</b>	<b>\$270</b>
<b>Half Page</b>	\$70	\$85	<b>\$200</b>	<b>\$242</b>	<b>\$266</b>	<b>\$323</b>	<b>\$333</b>	<b>\$404</b>	<b>\$378</b>	<b>\$459</b>
<b>Full Page</b>	\$125	\$150	<b>\$356</b>	<b>\$428</b>	<b>\$475</b>	<b>\$570</b>	<b>\$594</b>	<b>\$713</b>	<b>\$675</b>	<b>\$810</b>
<b>Full Back Page</b>	\$180	\$180	<b>\$513</b>	<b>\$513</b>	<b>\$684</b>	<b>\$684</b>	<b>\$855</b>	<b>\$855</b>	<b>\$972</b>	<b>\$972</b>

#### Advertising Due Dates:

Ads are due by the 15<sup>th</sup> of the previous month in which the ad will appear. For example by September 15<sup>th</sup> for inclusion in the October Newsletter, by October 15<sup>th</sup> for November, etc. In order to purchase six months of advertising, the ad must be received by September 15<sup>th</sup>.

#### How to Submit Advertising Requests:

Complete the "NSCA Advertising Request" form on the reverse side of this flyer or on the NSCA Web Site and mail this with your payment to NSCA Newsletter, P.O. Box 1007, Springfield, VA 22151. Include your business card or e-mail your camera-ready proof (Most Microsoft and Adobe file formats in black and white or color are acceptable) to Nancy Moore at [NancyMoore.NSCA@gmail.com](mailto:NancyMoore.NSCA@gmail.com). For Color or Full Back Page advertising availability, contact Nancy Moore on 703-750-2170 prior to submitting your request.





Complete the information below and mail with your check to NSCA Advertising, P.O. Box 1007, Springfield VA 22151. Include your business card or e-mail a camera ready proof (.jpeg, .pdf, psd, and .eps file formats preferred) to [NancyMoore.NSCA@gmail.com](mailto:NancyMoore.NSCA@gmail.com). Advertisements and payments are due by the 15<sup>th</sup> of the previous month in which the ad will appear. Thank you for supporting the NSCA!!

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Business Name \_\_\_\_\_

Contact Name: \_\_\_\_\_ E-Mail: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### ADVERTISING SELECTIONS

Type	<u>PRICES</u>		<u>INDICATE SIZE &amp; FORMAT CHOICE</u>		<u>SELECT MONTH(S) FOR AD PUBLICATION</u>					
	<u>BW</u>	<u>Color</u>	<u>BW</u>	<u>Color</u>	<u>OCT</u>	<u>NOV</u>	<u>FEB</u>	<u>Mar</u>	<u>Apr</u>	<u>May</u>
Business Card	\$25	\$35	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quarter Page	\$40	\$50	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Half Page	\$70	\$85	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Full Page	\$125	\$150	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Full Back Page	\$180	\$180	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Multi-month purchases are discounted as follows – 3-5 months 5%, 6 months 10%. Color advertising is available on a limited first come first serve basis. For color advertising and/or full back page advertising contact Nancy Moore at 703-750-2170 to verify availability.**

**Amount Due:** \_\_\_\_\_

