

Ginter Park Residents Association

DIGITAL NEWSLETTER ADVERTISING

GINTER PARK RESIDENTS ASSOCIATION, founded in 1909, actively promotes the neighborhood with the common mission of defining, articulating, representing, and advancing the interests of the community with respect to public safety, education, social activities and historic preservation. Ginter Park Residents Association News is our neighborhood newsletter to keep residents informed and involved. Some key facts about our member and reader base include:

- Approximately 1,200 households within our distribution network
- Comprehensive coverage of the Ginter Park and Laburnum Park neighborhoods (for a detailed map, visit www.ginterpark.org)
- Ten issues produced and distributed per year: February, March, April, May, June, July / August, September, October, November, and December / January

Ad Rates and Sizes

See page three for diagram of ad sizes. Submission deadline: 15th of each month

Ad Sizes	Ad Rates	Ad Specs
Classified	One issue	\$15
	Three issues*	\$38
	Ten Issues**	\$135
Half Banner	One issue	\$90
	Three issues*	\$250
	Ten Issues**	\$800
Medium Rectangle	One issue	\$125
	Three issues*	\$350
	Ten Issues**	\$1,000
Banner	One issue	\$125
	Three issues*	\$350
	Ten Issues**	\$1,000
Large Banner	One issue	\$175
	Three issues*	\$475
	Ten Issues**	\$1,500
Leaderboard	One issue	\$175
	Three issues*	\$475
	Ten Issues**	\$1,500

*5% **10% Discount applied to multiple month commitments

Guidelines for Ad Preparation

- Ads must be submitted and paid in full by the 15th of each month to be included in the following month's issue
- Advertiser supplies the ad. (Or GPRA can create an ad with supplied artwork and text. Additional fees apply.)
- Accepted file formats: JPG, PNG and GIF
- File should be in RGB color mode
- File must be a minimum 72 ppi (better 144 ppi)
- Recommended font size is a minimum of 10 pts, depending on the font family
- Advertiser supplies URL ad should link to
- All new ads and classified ad copy should be sent directly to the [Ad Manager](#)
- GPRA News is produced with a target delivery date of the first week of each month
- GPRA reserves the right to decline any as that is deemed inappropriate
- Questions can be directed to [Ad Manager](#)

Classified Ads

Maximum of 25 words (no images). GPRA reserves the right to edit for space constraints. No personal or retail ads.

The Classified Section is available space to the following types of advertisers:

- Individuals with services to offer (class instruction, maintenance, etc.)
- Individuals with limited items for sale, and for a limited time (antique, musical instrument, a building material, etc.)
- Garage sales, yard sales
- Unique, one-time, or limited-time offerings of goods or services (cemetery plot, puppy or kitten, etc.)

Complete the form below with your ad copy and send with a check or money order to:

Ad Manager

Ginter Park Residents Association News
Post Office Box 25374
Richmond, Virginia 23260

or email: advertising@ginterpark.org



CLASSIFIED AD

Name

Address

Phone

Email

Ad Copy

Leaderboard Ad
600 x 90



The GINTER PARK

RESIDENTS ASSOCIATION NEWS

Large Banner Ad
600 x 180

Banner Ad
600 x 90

Medium Rectangle Ad
270 x 220

Half Banner Ad
270 x 100

Classified Ad
Up to 25 words.