



ADVERTISING RATE SHEET 2014-15

Newsletter of the Cherrywood Neighborhood Association

THE FLEA is published by the Cherrywood Neighborhood Association, which is bounded by IH-35, Airport Boulevard and Manor Road. 'Tis is a flourishing neighborhood of homes, businesses, and green spaces in Central Austin. The newsletter is published quarterly basis in February, May, August, and November to more than 1,600 homes and businesses and has been a source of news and pride for Cherrywood since 1996.

To advertise, contact Rebecca Kohout at Rebecca@texperthomes.com or 415-9876. Cherrywood Neighborhood Association, P.O. Box 4631, Austin, TX 78765. www.cherrywood.org.

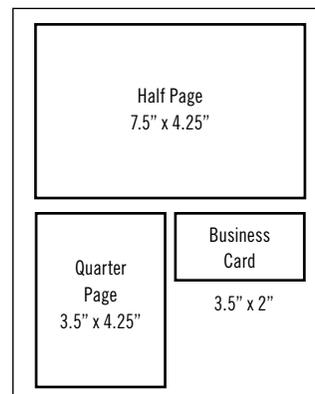
Advertising Rates

Display advertising is sold on an annual (four issues) basis only.

HALF PAGE (HORIZONTAL)	7.5"W x 4.25"H	\$400 for four issues
QUARTER PAGE (VERTICAL)	3.5"W x 4.25"H	\$260 for four issues
BUSINESS CARD SIZE (HORIZONTAL)	3.5"W x 2"H	\$140 for four issues

INSERTS

Any size up to 8.5" x 11" (b&w or color) may be inserted per issue for \$100. Advertiser must provide 1,600 copies of insert to our printers by the material due date listed below.



ADVERTISING CLOSING DATES

Each issue is printed and distributed prior to the Neighborhood's Quarterly Meeting, which is held on the third Wednesday of the following months:

February	Materials due by January 9
May	Materials due by April 11
August	Materials due by July 11
November	Materials due by October 3

ADVERTISING SPECIFICATIONS

- We accept the following formats: JPEG, TIFF, EPS and PDF (be sure to include fonts when saving).
- B&W ads are preferred for print; however, non-B&W ads will appear in color in the online PDF edition on cherrywood.org.
- First-time advertisers are required to send payment by the material due for the first issue that they will appear.
- Advertisers may submit separate artwork for each issue in which advertising is purchased and must submit new artwork by the material due date.
- All advertising is subject to acceptance by the Cherrywood Neighborhood Association.

WHY ADVERTISE?

You can directly reach more than 1,600 households as well as businesses within the Cherrywood boundary in 78722.

Along with your display ad, your business will be listed online on the THE FLEA page on cherrywood.org. This includes a FREE link to your website, fan page, or e-mail address.

Copies of THE FLEA are archived at the Austin History Center.