



A Neighborhood Where Families Grow



Advertising Information

2017 Rates and Schedule*

The SHPOA newsletter is delivered by the U.S. Postal Service to 2,200 local households, and an additional 170 are distributed to the community during each two-month publication cycle. Electronic versions of the newsletter are posted and maintained on the SHPOA website: <http://www.shpoa.us>

Quarter-page ad: \$90 - Dimensions: 3.5" width x 4 7/8" height

Business card ad: \$40 - Dimensions: 3.5" width x 2" height

All advertising material should be prepared according to the following specifications:

- B/W or grayscale (SHPOA is printed in black and white)
- Minimum Resolution - 150 dots-per-inch (dpi) at final size
- Preferred Resolution - 300 dots-per-inch (dpi)
- File formats: Finished artwork to sizes listed above, saved as: .jpg, .tiff or .pdf files. NO MICROSOFT WORD files masquerading as "art." The image resolution in MS Word files is too low for reproduction. Your ad will be refused or delayed if this rule is not observed. If your ad is TEXT ONLY then you may send your copy as a Microsoft Word file, and we will reset the type for the ad based on your text.
- Please send ad material/electronic files to: cbloom571@gmail.com
- No need to pay ahead—you will be invoiced after the newsletter is mailed. If you decide to pay by check, please make it payable to SHPOA - please include a reference to the issue and invoice no. Mail to: SHPOA, P.O. Box 345, Sunland, CA 91041-0345

ADVERTISING DEADLINES

2017-Publication Date	Due Dates for Ad Material
January - February	completed
March - April	Late April, date TBD
May - June	TBD
July - August	TBD
September - October	TBD
November - December	TBD

For additional information please contact one of the following volunteers:

Coordinator: Cindy Bloom – cbloom571@gmail.com or 818-445-5602

Layout/Graphics: Mike McCoy - advertising@shpoa.us - 818-273-4195

We are happy to answer your questions, and Thank You for supporting SHPOA!

*Subject to change by vote of SHPOA's Board of Directors