

# Oak Park Estates Neighborhood Association (OPENA) Business Supporter Advertising Program Guidelines & Specifications



The Oak Park Estates Neighborhood Association is pleased to be able offer your business with an opportunity to run an ad for your business in our annual door hangers, website and a new neighborhood handbook and directory which we will be introducing in 2020. The door hangers are distributed to approximately 900 homes in both the Oak Park Estates and Druid Hills neighborhoods. This document provides the ad program guidelines and specifications for your business ad.

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## **OPENA AD PROGRAM GUIDELINES:**

- Ad must be at least business card size (smaller is ok)
- The cost for the advertising is as follows:
  - Door Hanger - \$150 (limited to the first 4 requests once per year)
  - Website - \$ 100.
  - Door Hanger/Website Combo: \$ 200.00
  - Neighborhood Directory/Handbook: \$100 (Free with Door Hanger or Website Ad)
- The ads are for a one-year time period. This is a one calendar year from January 1 to December 31. At this time we are not prorating ads purchased later into the year. Exceptions may be made to the prorating.
- OPENA does not create content or design your ad. You are responsible for providing us your artwork.:
  - Use a third party to design a business card or other style add fitting the business card size.
  - OPENA has access to do graphics, at a limited capacity, A simple business card design can be created for you at the cost of \$50 for the initial creation and \$5 for each revision to that original design. OPENA reserves the right to decline the creation of any ad design.
- Use of your advertisement in our materials:
  - Door Hanger - back side of the printed door hanger.
  - Website - placement on Our Sponsors section of our website ([www.opena.org](http://www.opena.org))
  - All ads include a free 1 year business membership to OPENA (\$50 value)
- Payment
  - Must be made in advance for printing the door hangers. Other Ads are due at time of submission.
  - Make the payments to Oak Park Estates Neighborhood Association or you can pay online as a donation using our PayPal account which you can access at [www.opena.org](http://www.opena.org).
- OPENA has the right to refuse any ad that does not either meet these guidelines or that does not meet generally accepted community standards for the appropriateness of materials that are to be distributed to the homes in our neighborhood.

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## **DOOR HANGER AD SPECIFICATIONS:**

- A electronic artwork files is required (JPEG preferred, TIFF, GIF or PNG are acceptable).
- PDF formatted artwork are not accepted.
- Minimum 300 dpi resolution in color or grayscale. Size of ad should be up to 2” deep x 3.5” wide. Provide the artwork in the format you wish it to appear on the door hanger.
- Email your file to OPENA at [president@opena.org](mailto:president@opena.org).

***The Oak Park Estates Neighborhood Association appreciates your investment in our community.***