



A Neighborhood Where Families Grow



Advertising Information

2018 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>

NEW RATE: Quarter-page ad: \$95 - Dimensions: 3.5" width x 4 7/8" height

NEW RATE: Business card ad: \$45 - 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. Paypal payments are also accepted at www.shpoa.us

ADVERTISING DEADLINES

2018-Publication Date	Due Dates for Ad Material
January - February	Completed
March - April	Completed
May - June	N/A
July - August	N/A
September - October	N/A
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