

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 introduced in 2021. The door hangers are distributed to approximately 900 homes in both the Oak Park Estates, Druid Hills & St. Anne's Hills neighborhoods. This document provides the ad program guidelines and specifications for your business ad.

OPENA AD PROGRAM GUIDELINES:

- The ad must be a 2" X 3.5" or smaller. The cost for the advertising is as follows:
 - Door hanger ad - \$150 (there is only space for 4 ads on the door hangers)
 - Combined Door Hanger/Website ad: \$200.
 - Website ad only: \$100.
 - Neighborhood Directory & Handbook ad: Free if you buy a door hanger and/or website ad.
- Ad space on the door hanger is limited.
 - Preference will be given to businesses who purchase the combined door hanger/website ad.
 - Ad sales are on a first come/first served basis.
- The ads are for a one-year period.
- The ad must be paid for in advance before the door hangers are printed.
- You must provide the ad graphics.
 - OPENA charges \$100 for any graphic services that may be required for ads.
 - Each revision made to the ad we produce will be charged at \$15 per revision.
- Please make the payments to Oak Park Estates Neighborhood Association (OPENA) or you can pay online as a donation using our PayPal account which you can access at <http://www.opena.org/join-us.html>
- OPENA has the right to refuse any ad that does not meet these guidelines or that does not meet generally accepted community standards for materials that will go into homes with children.
- Ad program sales for the door hangers are open for a period of two weeks after the first announcement or until all ad places have been filled.

DOOR HANGER AD SPECIFICATIONS:

- An electronic format for your ad is required.
- JPEG or PNG formats are acceptable.
- A PDF is not an acceptable format!
- The ad must be at least 300 dpi resolution in color.
- Any ad size up to 2" deep x 3.5" wide is acceptable.
- Please send us the layout exactly the way you want it to appear on the door hanger!
- Please email your electronic ad file to OPENA at oakparkestates1@gmail.com.

Thank you for placing your ad with the Oak Park Estates Neighborhood Association (OPENA)!