

BTRA

Newsletter Advertising Policy

Wednesday, May 02, 2007; Revised: September 03 2008

INTRODUCTION

The Beach Triangle Residents Association (BTRA) produces the Triangle Topics newsletter with distribution to all 750 residences in the Triangle in May and December.

BUSINESS CARD ADVERTISEMENTS

Design and Production: Design of a Business Card advertisement is the responsibility of the advertiser. Printed by the BTRA in the newsletter, Black ink on White stock only.

Cost:

- Single business card ad: **\$25**
- Double business card ad: **\$45.**
- Triple business card ad: **\$70.**
- Quadruple (half page) business card ad **\$90.**
- Full page (equivalent of eight single business card ads): **\$160**

FLYER INSERTIONS

General: The BTRA will accept only one advertising insert in each edition of the Triangle Topics newsletter, on the basis of whichever advertiser is first in booking with the BTRA Advertising Manager in advance of the Advertising Space Booking Deadline.

Ideas to add retention value to an insert include adding a calendar (Winter Edition), including a listing of upcoming events in The Beach, or a listing of important phone numbers.

Design and Production: Design and production of an advertising insert is the responsibility of the advertiser. Paper stock shall be 20 lb. Bond.

Proof Approval: The advertiser will submit a final proof to the BTRA Advertising Manager not later than the Proof Deadline to permit final revisions and still meet the Delivery Deadline of the printed insert to the BTRA Advertising Manager.

Size:

- Maximum size of a flat advertising insert shall be **8"x10"**.
- Minimum size of an advertising insert shall be **5.5"x8.5"** (flat, or folded 8.5"x11" sheet).

Cost:

- Insertion and Distribution: Maximum or Minimum Size: **\$250.**

DEADLINE DATES

	<u>Spring Edition</u>	<u>Winter Edition</u>
• Space Booking Deadline	1 st Wed. in March	1 st Wed. in October
• Proof Approval Deadline	1 st Wed. in April	1 st Wed. in November
• Advertising Art (Business Card)	1 st Wed. in April	1 st Wed. in November
• Delivery Deadline (Flyer Insert)	April 15	November 15
• Newsletter Print Production	April 15	November 15
• Newsletter Assembly	1 st Wed. in May	1 st Wed. in December
• Distribution to Triangle Homes	1 st Sat. in May	1 st Sat. in December

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