

Last Modified: October, 2007

Dear Potential GACC Advertiser,

This document contains information about advertising in the monthly newsletter of the Greater Avenues Community Council. As you may know, our newsletter reaches approximately 9,000 residences and businesses within the Avenues boundaries, including the north side of South Temple, and everything East of City Creek Canyon including residences at the University.

Our newsletter is put together monthly by volunteers. We reserve the right to edit ads for content, appearance and size. All ads in our newsletter print in grayscale (black and white).

AD SIZES & RATES: We have two sizes of ads, and each ad has two billing rates.

1. Smaller ad, 2.5 inches wide by .75 inches high.

Month-to-Month Rate: \$75 per month, billed monthly.

Annual Rate (12-issue commitment): \$800, billed at the beginning of your term.

This equals \$66.67 per month, which is a \$100 or eleven percent (11%) discount.

2. Larger ad, 2.5 inches wide by 1.5 inches high.

Month-to-Month Rate: \$150 per month, billed monthly.

Annual Rate (12-issue commitment): \$1600, billed at the beginning of your term.

This equals \$133.33 per month, which is a \$200 or eleven percent (11%) discount.

AD SPECS: The newsletter is laid out in Microsoft Word. Each ad is placed into an individual text box in our layout, then printed to pdf, which is then printed commercially.

Options

1: You provide print-ready text, or a graphic, with your own formatting to fit in the dimensions above, 300 dpi in jpg, bmp, tif, eps, or pdf format; or

2: You provide the text and we format the ad. (Note: About ninety percent of our existing text-only ads are formatted by our volunteer staff.) We can combine text and graphics subject to size and appearance editing by our volunteers. We are not professional graphic artists! We can scan logos and pre-printed materials you provide, or take digital photos of what you provide. For quality purposes, it is always better if you provide things to us in electronic format.

BILLING: Our advertisers are billed by the Treasurer of the Greater Avenues Community Council after your ad is printed. There is currently a wait list for advertising space. Names are added to the wait list based on the date of first inquiry. Upon your initial contact, we will keep in touch about space availability.

DEADLINES: Ads need to be sent in via email or hand-delivered hard copy by the 15th of the month for publication in the following month's newsletter. The email for ad submission is gaccads@hotmail.com. The address is 704 5th Avenue, Salt Lake City, UT 84103.

Please call me to discuss, or email your billing info (including contact name, company name, billing address) for inclusion on our wait list.

Sincerely,

Michael Hughes

GACC Board Member and newsletter volunteer

801-322-1373 office, 801-859-5858 cell, gaccads@hotmail.com