



WESTMORLAND COURIER

Advertising Information

The Westmorland Courier is distributed **six times a year** to about **1,000 homes** in the Westmorland Neighborhood located in Madison, Wisconsin. Our neighborhood is bordered by Mineral Point Road/Speedway Road to the north, Forest Hill Cemetery to the east, the Southwest Commuter Pedestrian/Bike Path to the south, and Midvale Boulevard to the west. The Courier has been in print for over 65 years and contains information on activities and topics that pertain to the neighborhood. It provides a low cost means of advertising to an **established community** and is **hand-delivered** by volunteers and block captains.

Each issue of the Courier has space designated for articles, information about community events and advertising. The editor receives numerous announcements on community events from businesses, non-profit groups, churches, and community organizations. The selection of which articles get included depends on the size of the announcement, the timing of event dates, and how the topic pertains to the neighborhood.

ADVERTISING RATES 2011*

Type	Size (approximate)	Annual Rate	One-Time Rate
Standard #1	1 3/4" w x 1" h	\$90	\$30
Standard #2	1 3/4" w x 2" h	\$120	\$40
Standard #3 (Business Card size)	1 3/4" w x 3" h	\$165	\$55
Quarter Page	3 1/4" w x 4 1/2" h	\$240	\$80
Half Page	7 1/2" w x 4 1/2" h	\$325	\$110
Full Page	8 1/2" w x 11" h	\$500	\$150
Full Page Insert Option #1: Copies Provided <i>(You provide 1000 hard copies of the insert.)</i>	8 1/2" w x 11" h	\$550	\$165**
Full Page Insert Option #2: Single-Sided <i>(You provide electronic copy of ad. We do the copying.)</i>	8 1/2" w x 11" h	\$650	\$200**
Full Page Insert Option #3: Double-Sided <i>(You provide electronic copy of ad. We do the copying.)</i>	8 1/2" w x 11" h	\$800	\$250**

***Ask about our discounted rates for non-profit groups and for ads in both Courier and 2011 Directory.**

****Insert price varies with paper choice.**

Edition (2011)	Advertising Submission Deadline
January	December 15, 2010
March	February 10, 2011
May	April 13, 2011
July	May 25, 2011
September	August 3, 2011
November	October 19, 2011

CONTACT:

Dave Blouin
WNA Ad Manager
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SUBMISSION INSTRUCTIONS

Please forward all artwork for ads to Dave Blouin at burroak15@charter.net. Preferably, artwork should be in an electronic format, sized to the dimensions of the ad space (as listed in the table above), and saved as a .jpg or PDF file. Please contact Dave to make special arrangements or for drop-off information if you will be providing copies for a full page insert.

IMPORTANT INFORMATION

The Westmorland Courier does not accept advertisements supporting specific individuals or parties in elections for public office. All ad content is subject to review by the Westmorland Neighborhood Association Ad Manager and the Board of Directors, if warranted. **New ads are accepted based on space availability.** Revised 12/20/10