



ADVERTISING POLICY

The Association will sell advertising in its print newsletter based on the following conditions:

1. Advertisers must *conduct business within or on the boundaries of the Association*; or advertisers must be residents in the Association-area and members-in-good-standing of the Association.
2. Advertising rates and stipulations will be standardized and provided to potential advertisers on a *rate sheet*.
3. Advertising quotas will be determined by space available in the newsletter.
4. The Association will not accept advertisements for fundraising events; not-for-profit organizations; political organizations or candidates; rentals or student housing.
5. Advertisers must agree in writing and deed that they support the written *Purpose* of the organization, including:
 - [a] Preserve and enhance the concept of neighborhood living
 - [b] Protect the natural beauty of the Association area
 - [c] Encourage beautification, physical well-being and neighborhood spirit...of residential areas
6. Advertising revenue will accrue to the organization's general fund.
7. The Association and its elected representatives reserve the right to deny advertising space and/or ad copy to any entity that they deem incompatible with Association goals as expressed in the governance documents of the Association.
8. Contact communications@winchellneighborhood.org if you wish to advertise in the print newsletter.

CURRENT ADVERTISING RATES

The Communications Committee will regularly review ODWNA advertising rates, and submit a *rate sheet* to Board officers for approval prior to negotiating with advertisers.

Rate sheet for Spring 2010 newsletter:

Business card size:	\$ 75 (12 per page)
Quarter page:	\$200
Interior, half page:	\$400
Cover, half page:	\$600
Full page insert:	\$800

- Members-in-good-standing (dues paying members) of the Neighborhood Association receive a 20% discount on advertising rates.