

# ELVEHJEM NEIGHBORHOOD ASSOCIATION

## Advertising Policy & Price List

**Effective January 2011**

If you have questions, please contact:  
Christina McKee, Editor, ENA Echo, PO Box 14625  
Madison, WI 53708-0625, (608) 576-1333  
newsletter@elvehjemneighborhood.org

Payment is by check only. Mail the order form with  
payment payable to  
*Elvehjem Neighborhood Association.*

ENA Echo  
PO Box 14625  
Madison, WI 53708-0625

[www.elvehjemneighborhood.org](http://www.elvehjemneighborhood.org)  
advertising@elvehjemneighborhood.org



### Advertising Order

Date Ordered: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Company: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Telephone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

#### *Echo Advertising*

Ad Size	Quantity	Price (each)	Preferred Publication Mo/Yr (if known)
Full	_____	\$315.00	___/___
Half (hori.)	_____	\$190.00	___/___
Half (vert.)	_____	\$190.00	___/___
Quarter	_____	\$100.00	___/___
Eighth	_____	\$65.00	___/___

#### **10% Discount Package**

Size: \_\_\_\_\_

Price: \$ \_\_\_\_\_ X6 = \$ \_\_\_\_\_

Months Requested

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Total Amount Due:

\$ \_\_\_\_\_



## General Information

Elvehjem Neighborhood Association (ENA) is a non-profit, volunteer organization whose purpose is to serve neighborhood interests and maintain and enhance neighborhood quality. Elvehjem neighborhood's borders are Stoughton Road (west), Buckeye Road (south), Interstate 90 (east), and Cottage Grove Road (north). ENA achieves its purpose by providing a collective community voice on issues that encourage area improvement from government, fostering neighborhood communication, and organizing family social events throughout the year that create a "small town" feel in our east side neighborhood.

All households in the Elvehjem neighborhood receive a monthly newsletter, the *Echo*. Our newsletter has been printed for more than 40 years and is distributed by mail and online. ENA makes no profit from the *Echo*.

ENA welcomes businesses that wish to advertise in the *Echo*. Advertisements help pay for the printing and distribution costs. Advertisements may be submitted for a single month or on a recurring basis. Advertisers receive a complimentary copy of the ENA newsletter for the duration of their advertising contract.

Advertisement publication is at the discretion of the advertising committee which retains sole discretion to edit and reject ads that are offensive or inappropriate for the intended Elvehjem neighborhood residents.

To request a sample newsletter be mailed or emailed to you, contact ENA at ENA Echo, PO Box 14625, Madison, WI 53708-0625.

## Elvehjem Neighborhood Profile (Source: 2000 Census)

Total Population.....	4,357
18 and over.....	3,290
65 and over.....	460
Median Age.....	40
Occupied Housing Units.....	1,693
Percent owned.....	80%
Median Household Income.....	\$57,009
Income Ranges	
\$30K to \$50K.....	23%
\$50K to \$75K.....	29%
\$75K to \$100K.....	19%

*ENA is a nonprofit 501(c)4 organization.  
Dues and donations are not tax-deductible.*

## Echo Newsletter Publication Information

The ENA newsletter, covering news and information on neighborhood events and issues, is sent to residents of the Elvehjem neighborhood, alders, the mayor, and other elected officials.

**Standard Publication Schedule:** Distributed monthly except the combined issues for August—September and December—January

**Advertising Deadline:** No later than the 15<sup>th</sup> of the month preceding the month of issue. Example: for the April issue, the deadline is March 15

**Circulation:** Approximately 1,600 households

## Advertising Specifications (prices subject to change)

Full Page, 10" x 7 1/2".....	\$315.00
Half Page (horizontal), 5" x 7 1/2".....	\$190.00
Half Page (vertical) 10" x 3 3/4".....	\$190.00
Quarter Page, 5" x 3 3/4".....	\$100.00
Eighth Page, 2 1/2" x 3 3/4".....	\$65.00

## Political & Non-Profit Advertisers

- No discounts are given for political or non-profit advertisements.
- Political advertisements must be paid in advance of publication.

## Advertising Discount Package

- A 10% discount is given when purchasing 6 ads of the same size.
- This package must be paid in advance and all ads must be used within 14 months from purchase.

## Inserted Copy

Preprinted copy provided by the advertiser may be inserted in the newsletter at \$200.00 per sheet. Payment must be in advance unless the request is from a current advertiser in good standing with ENA. Sheets must be 8.5" x 11" and printed on 20# or 24# bond (50# or 60# offset) paper and must not be previously folded, stapled, or otherwise mutilated. Draft of the insert(s) must be available to the newsletter editor with payment prior to newsletter printing.

## Technical Information

The newsletter is printed in standard black and white. When possible, submit ads as camera-ready copy in high quality MS Publisher, PDF, or JPEG file format. Other file formats are possible, e.g., bitmap files. Check with the *Echo* editor if you have questions. If only camera-ready hard copy is provided, it should be of high resolution, printed on smooth, high quality laser paper.

January 2011 (v1)