

ELVEHJEM NEIGHBORHOOD ASSOCIATION

Advertising Policy & Price List

Effective January 2012

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
advertising@elvehjemneighborhood.org



Advertising Order

Date Ordered: _____

Contact Name: _____

Company: _____

Mailing Address: _____

Telephone: _____

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 - 3 Month Package

Size: _____

Price: \$ _____ X3 = \$ _____

Months Requested: _____

15% Discount - 6 Month 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 newsletter 10 times a year, 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 15th 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 3 ads of the same size.
- A 15% 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.