

MEDIA KIT

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Advertising Editor, RCA
www.randolphcivic.org
echo@randolphcivic.org

8/2011-6/2012

Reach over 1,300 Homes in the Rockville and North Bethesda Area

Neighborhoods: Randolph Hills, Randolph Farms, Hilltop Square, Montrose Park,
Franklin Park and Westminster Subdivisions in Montgomery County, MD

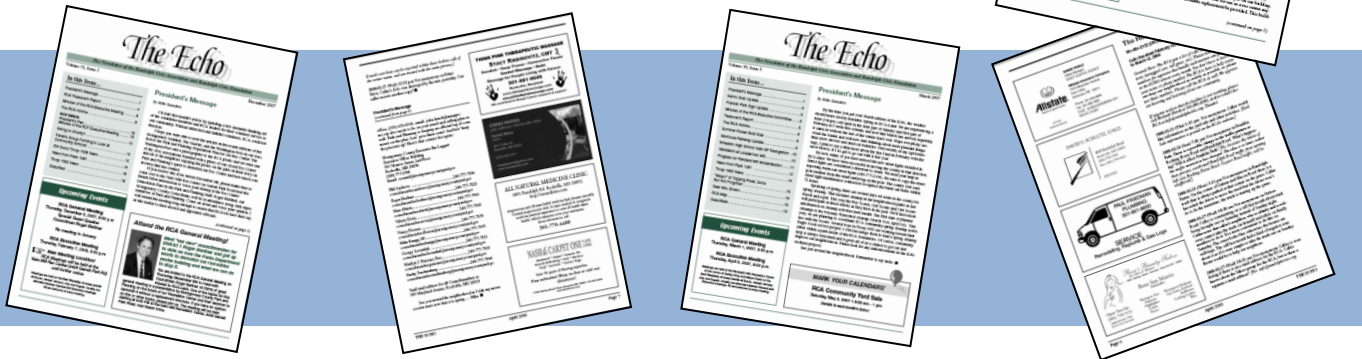


Did you know?

It would cost over \$400 to mail post cards to all of our residents. Our advertising rates start at the low price of \$20 per issue.

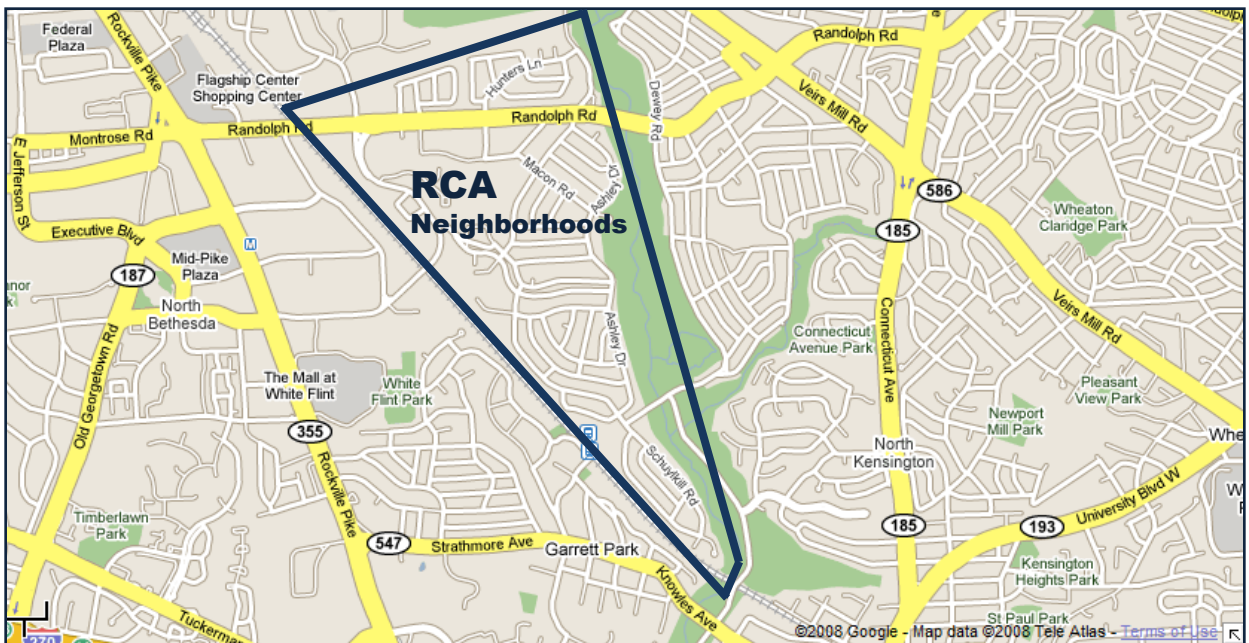
Why advertise in *The Echo* ?

- Reach over 1,300 homes and thousands of readers
- Target home owners located near your business
- Eight issues are published every year
- Rates start at only \$20 per issue (with a one-year contract)
- All Echo Newsletters are available on the internet
- Our readers patronize businesses that advertise with us
- Support your local community



About the Randolph Civic Association

The Randolph Civic Association (RCA) was formed in 1955 and it is the local community association for residents of the following communities: Randolph Hills, Randolph Farms, Montrose Park, Hilltop Square, Franklin Park and Westminster subdivisions. The RCA's focus is keeping residents informed on community events and Montgomery County information, supporting our local Girl Scout, Boy Scout and Cub Scout troops, providing information on legislative and regulatory changes, and building our community. RCA publishes *The Echo* eight times each year and it is delivered free of charge to all residents in the area marked on the map below. We also have a website where all issues of the Echo are posted at www.randolphcivic.org.



Mail To: Randolph Civic Association
 P.O. Box 2202
 Rockville, MD 20852
 (240)668-4722
 echo@randolphcivic.org

8/2011-6/2012

Ad Size

| Page Size (Check One) | Ad Dimensions (WxH) | One Year Contract* | Single Issue Rates |
|---------------------------------------|------------------------------------|---------------------|--------------------|
| <input type="checkbox"/> Eighth Page | 3 ½" x 2" | \$160 (\$20/issue) | \$24 |
| <input type="checkbox"/> Quarter Page | 3 ½" x 4 ½" | \$315 (\$39/issue) | \$46 |
| <input type="checkbox"/> Half Page | 7 ¼" x 4 ½" (H) or 3 ½" x 9 ¼" (V) | \$550 (\$69/issue) | \$80 |
| <input type="checkbox"/> Full Page | 7 ¼" x 9 ¼" | \$940 (\$118/issue) | \$140 |

* One year contracts include a 10% discount with pre-payment.

Echo Print Issues

| Issue (Check All That Apply) | Copy Deadline | Issue (Check All That Apply) | Copy Deadline |
|---------------------------------------|---------------|---|---------------|
| <input type="checkbox"/> Sept 2011 | Aug 29 | <input type="checkbox"/> Mar 2012 | Feb 17 |
| <input type="checkbox"/> Oct 2011 | Sept 26 | <input type="checkbox"/> Apr 2012 | Mar 2 |
| <input type="checkbox"/> Nov/Dec 2011 | Nov 4 | <input type="checkbox"/> May 2012 | Apr 13 |
| <input type="checkbox"/> Jan/Feb 2012 | Jan 20 | <input type="checkbox"/> Jun/Jul/Aug 2012 | May 11 |

Terms & Conditions

Advertiser and the Randolph Civic Association (RCA) agree that advertising copy will be published in the RCA's newsletter, the *Echo*, under the following terms and conditions:

- 1. Publication/Distribution:** RCA will publish eight (8) issues of the *Echo* between September 2010 and June 2011 and will deliver them to all homes in Randolph Hills, Randolph Farms, Hilltop Square, Montrose Park, Franklin Park, and Westminster subdivisions.
- 2. Advertising Copy:** Advertiser will furnish ad to the *Echo* Editor by the deadlines indicated above. Ads are accepted in the following formats: (1) high resolution (press-ready) pdf with fonts embedded (2) high resolution tif, eps, or jpg file (minimum 300 dpi). The *Echo* cannot assume responsibility for ad quality if ads do not conform to specs. Finalized ads must be submitted to the *Echo* Advertising Editor, Erin Meitzler at echo@randolphcivic.org . Ads must fit the eighth-page, quarter-page, half-page, or full-page dimensions listed above. If new copy is not received by the deadline, copy from previous month will be used. The *Echo* is printed in black and white.
- 3. Discount.** For full-year advertisers (8 issues), a 15% discount will be given for pre-paid copy as shown in the prices listed above.
- 4. Payment.** Please make checks payable to the "Randolph Civic Association". If you prefer to pay online by credit card, email the *Echo* Advertising Editor, Erin Meitzler at echo@randolphcivic.org and a PayPal invoice will be emailed to you with instructions for how to pay by credit card or with your bank account.
- 5. Echo Issues.** Advertisers will be emailed a copy of the *Echo* each month to the email address supplied to the Advertising Editor.

Total Amount: _____ Make Checks Payable to the Randolph Civic Association

Advertiser: _____

Address: _____

Phone: _____

Email: _____

Signature: _____

Advertiser's Tip!
 Offer a discount or coupon to encourage readers to patronize your business. This is also a great way to track the success of your advertisement.