

MEDIA KIT

Contact: Allison Alexander
Advertising Editor, RCA
www.randolphcivic.org
echo@randolphcivic.org

9/2016-8/2017

Hand-Delivered to over 1,400 Homes in the Rockville and North Bethesda Area

Neighborhoods: Randolph Hills, Randolph Farms, Hilltop Square, Montrose Park,
and Franklin Park 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.

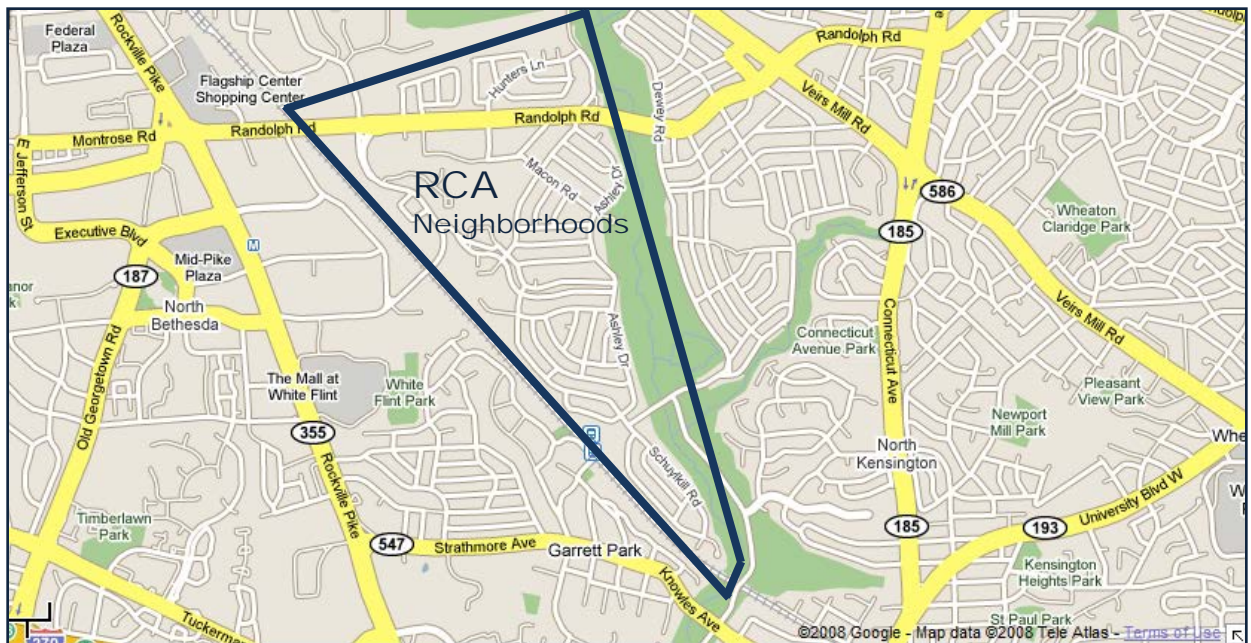
Why advertise in *The Echo* ?

- Reach over 1,400 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 online at randolphcivic.org
- 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, and Franklin Park 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 randolphcivic.org.



Mail To: Randolph Civic Association
 P.O. Box 2202
 Rockville, MD 20852
 (717)887-3579
 echo@randolphcivic.org

Advertising Agreement

9/2016-8/2017

Ad Size

| Page Size (Check One) | Ad Dimensions (WxH) | One Year Contract* | Single Issue Rates |
|-----------------------|------------------------------------|---------------------|--------------------|
| _____ Eighth Page | 3 ½" x 2" | \$175 (\$25/issue) | \$35 |
| _____ Quarter Page | 3 ½" x 4 ½" | \$350 (\$50/issue) | \$60 |
| _____ Half Page | 7 ¼" x 4 ½" (H) or 3 ½" x 9 ¼" (V) | \$476 (\$68/issue) | \$80 |
| _____ Full Page | 7 ¼" x 9 ¼" | \$952 (\$136/issue) | \$160 |

* One year contracts include a 15% discount with pre-payment.

Echo Print Issues

| Issue (Check All That Apply) | Copy Deadline | Issue (Check All That Apply) | Copy Deadline |
|------------------------------|---------------|------------------------------|---------------|
| _____ Sept. 2016 | Sept. 14 | _____ Mar./Apr. 2017 | Mar. 22 |
| _____ Oct. 2016 | Oct. 5 | _____ May 2017 | May 5 |
| _____ Nov./Dec. 2016 | Nov. 16 | _____ Jun./Jul./Aug. 2017 | Jun. 21 |
| _____ Jan./Feb. 2017 | Jan. 25 | | |

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 seven (7) issues of the *Echo* between September 2016 and June 2017 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, Allison Alexander, 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 contract (7 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".
- 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.