

Randolph Civic Association *Echo* Newsletter

MEDIA KIT

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Advertising Editor, RCA
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8/2023-6/2024

Reach over 1,400 Homes in the Rockville and North Bethesda Area

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



Did you know?

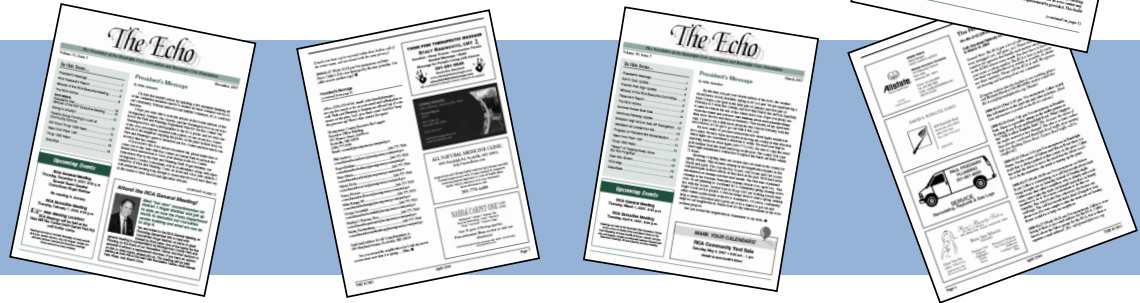
It would cost over \$400 to mail post cards to all of our residents. Our advertising rates start at the low price of \$35 per issue.

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Google

Why advertise in *The Echo* ?

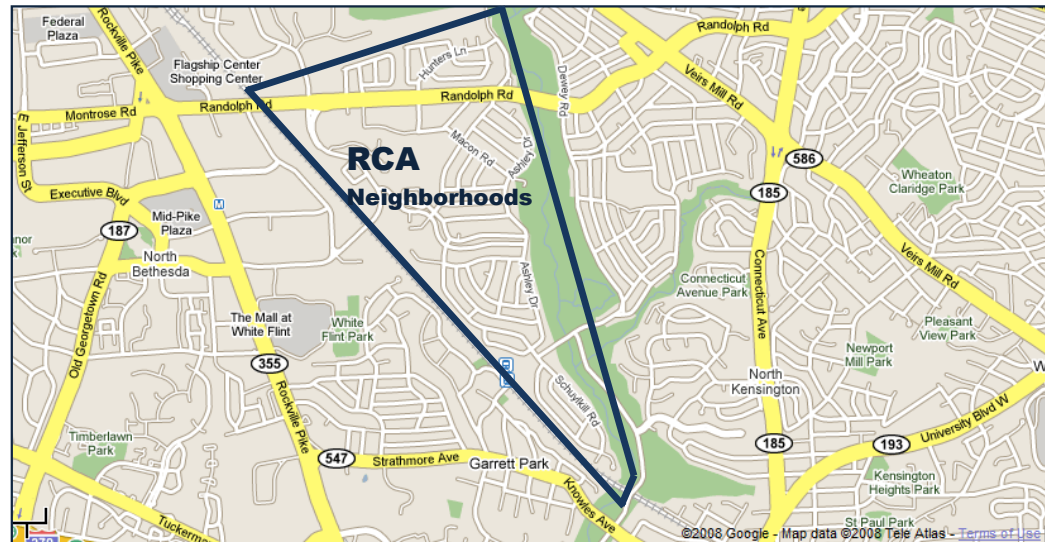
- Reach over 1,400 homes and thousands of readers
- Target home owners located near your business
- Seven issues are published every year
- Rates start at only \$35 per issue (with a one-year contract)
- All Echo Newsletters are available on the internet
- Our readers patronize businesses that advertise 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, 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 seven 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.



Randolph Civic Association *Echo* Newsletter

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

Advertising Agreement

8/2023-6/2024

Ad Size

Page Size (Check One)	Ad Dimensions (WxH)	One Year Contract*	Single Issue Rates
<input type="checkbox"/> Eighth Page	3 ½" x 2"	\$245	(\$35/issue) \$45
<input type="checkbox"/> Quarter Page	3 ½" x 4 ½"	\$420	(\$60/issue) \$70
<input type="checkbox"/> Half Page	7 ¼" x 4 ½" (H) or 3 ½" x 9 ¼" (V)	\$525	(\$75/issue) \$90
<input type="checkbox"/> Full Page	7 ¼" x 9 ¼"	\$1050	(\$150/issue) \$175

* One year contract price includes a discount over single issue rates

Echo Print Issues

Issue (Check All That Apply)	Copy Deadline	Issue (Check All That Apply)	Copy Deadline
<input type="checkbox"/> Sept 2023	Aug 25	<input type="checkbox"/> Mar/Apr 2024	Mar 8
<input type="checkbox"/> Oct 2023	Sept 29	<input type="checkbox"/> May 2024	April 26
<input type="checkbox"/> Nov/Dec 2023	Nov 3	<input type="checkbox"/> Jun/Jul/Aug 2024	June 7
<input type="checkbox"/> Jan/Feb 2024	Jan 12		

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 2023 and June 2024 and will deliver them to all homes in Randolph Hills, Randolph Farms, Hilltop Square, Montrose Park, and Franklin Park 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, Matthew Tifford 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 (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", or via PayPal: treasurer@randolphcivic.org
- 5. Echo Issues.** A copy of each issue of the *Echo* will be available at time of publication at randolphcivic.org/echo

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.