

## **ADVERTISING DEADLINES 2017**

Display and classified deadlines are due Tuesdays by 3 p.m.

<b><u>Deadline</u></b>	<b><u>Edition Date</u></b>
Dec. 20 .....	Jan. 6
Jan. 10 .....	Jan. 20
Jan. 24 .....	Feb. 3
Feb. 7 .....	Feb. 17
Feb. 21 .....	March 3
March 7 .....	March 17
March 28.....	April 7
April 11 .....	April 21
April 25 .....	May 5
May 9.....	May 19
May 23.....	June 2
June 6.....	June 16
June 27 .....	July 7
July 11 .....	July 21
July 25 .....	Aug. 4
Aug. 8.....	Aug. 18
Aug. 22.....	Sept. 1
Sept. 5 .....	Sept. 15
Sept. 26 .....	Oct. 6
Oct. 10.....	Oct. 20
Oct. 24.....	Nov. 3
Nov. 7 .....	Nov. 17
Nov. 20*.....	Dec. 1
Dec. 5 .....	Dec. 15
Dec. 19*.....	Jan. 5, 2018

\*Early deadlines.

# Leisure World News

OF MARYLAND

## **ADVERTISING DEADLINES**

Leisure World News is published on the first and third Friday of each month. The press run is 6,300 reaching more than 8,000 residents.

The newspaper is published for the benefit of Leisure World residents. Its mission is to provide news and information about community governance and other relevant issues, events and activities, and clubs and organizations, and to provide residents a forum for their opinions, and an opportunity to contribute articles of general interest.



### **For more information:**

call (301) 598-1310

or e-mail [lwnewsads@lwmc.com](mailto:lwnewsads@lwmc.com)

Monday-Friday, 9 a.m.-5 p.m.

**[www.lwmc.com/lwnews](http://www.lwmc.com/lwnews)**

# HOW TO PLACE AN ADVERTISEMENT

## ADVERTISING ACCEPTANCE POLICY

Leisure World News reserves the right to reject or discontinue any advertisement believed not to be in the best interest of Leisure World. We shall accept advertising on the same basis as other reputable publications. We will not accept any type of negative or attack advertising. We shall not knowingly permit a dishonest advertisement to appear in the Leisure World of Maryland News, but at the same time we will not undertake to guarantee the reliability of our advertisers.

For paid display ads that express opinions or could be mistaken for editorial text, the words "Paid Advertisement" in prominent type will appear at the top of the advertisement.

**Competitor ads:** We cannot guarantee that you will not be placed on the same page as a similar business segment.

**Payment:** All ads must be prepaid prior to advertising deadline. We accept VISA, Mastercard or Discover, or by check or money order payable to Leisure World News. All ads are non-commissionable. Payments by credit card may be made by calling (301-598-1310).

**Discounts:** Ads that run a minimum of six times within a year and are paid in advance will be offered a special discount of 10 percent. Content of the ad may change, however, size may not change. Display ads do not have to run consecutively, but must appear within 12 months. If you do not want ads to run consecutively, please provide the run dates prior to the deadline.

**Deadlines:** For both display and classified advertising, deadlines are on Tuesdays the week before publication. See full schedule of advertising deadlines on reverse. **Please email your advertisement to lwnewsads@lwmc.com.**

## DISPLAY ADVERTISING

**NOTE:** All camera-ready ads must be reserved **TWO DAYS** prior to advertising deadline.

### Ad Preparation

All ads must be made with 100% black, no rich blacks. If color, ads must be CMYK with Black at 100%. Ink density should be 240 maximum. All ads must have a border.

### Ad Submission

Digital files only, no film or prints accepted. Submitted files must be compatible with Macintosh OS. **No Windows, Publisher, or scanned documents will be accepted.** We accept the following:

- **Adobe PDF.** All fonts embedded. 100% Black or CMYK process with black 100%. High Resolution/press quality optimized.
- **Preferred: Adobe InDesign CS6 or earlier.** All linked files and fonts.
- **Adobe Illustrator CS6 or earlier.** 300 dpi/CMYK, fonts converted to outlines.
- **Adobe Photoshop CS6 or earlier.** Saved as psd file. 300 dpi/CMYK or grayscale. Any image saved as a halftone should be 300 dpi and the input level changed to 240 (default in Photoshop is 255). Please check your darkest areas using the navigator/information levels in Photoshop. This will prevent the ink gain on the presses from spreading too much. No spot colors. All blacks must be 100% black.

## Unacceptable Formats

Ads are not accepted in Microsoft Word or Publisher. Scanned advertising is also not accepted.

## Ad Production

Unable to prepare your own ad? Recommendations for design services can be provided. Please call or email for information, as noted below.

## DISPLAY ADVERTISING RATES

Size	Width & Height	B/W	Color
1/16V	2.25W x 3.25H	\$39	\$46
1/8H	4.6875W x 3.25H	\$117	\$126
1/8V	2.25W x 6.625H	\$117	\$126
1/6H	6.25W x 3.8125H	\$149	\$160
1/6Sq	4.6875W x 4.625H	\$149	\$160
1/6V	3.05625W x 7.625H	\$149	\$160
1/4V	4.6875W x 6.625H	\$176	\$193
1/4H	7.125W x 3.8125H	\$176	\$193
1/3Sq	6.25W x 7.625H	\$264	\$294
1/3V	7.125W x 6.625H	\$264	\$294
1/2H	9.5W x 6.625H	\$319	\$353
1/2V	4.6875W x 13.25H	\$319	\$353
Full Page	9.5W x 13.25H	\$605	\$674

## CLASSIFIED ADVERTISING

Rates are \$10.50 for the first 30 words, 10 cents each additional word. The resident rate is \$6.50 except for "services" ads. Copy for classified ads must be emailed and may not be submitted by telephone.

**Questions? Contact Kathleen Brooks by phone (301-598-1310) or email (lwnewsads@lwmc.com).**

Leisure World News  
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