



Birchwood Ridge  
Covered Bridge  
Grandview Commons  
Jubilee  
Rustic Acres

**Advertising Request Form • 2011 / 2012**

Date: \_\_\_\_\_

This will authorize you to run your advertisement(s) in the following issues of the MPNA Newsletter AD RATES AND ISSUE. Please indicate size and issues by placing a mark in the Fall, Winter, Spring, Summer boxes in the grid below. Sizes are approximate. Please see page two for ad size illustrations and further details.

Ad Size	Dimensions	Members	Non-Members	Fall '11	Winter '11	Spring '12	Summer '12
1/12 Page	2.625" x 2.5"	\$25/issue	\$40/issue				
1/6 Page	2.625" x 5"	\$50/issue	\$65/issue				
1/3 Square	5" x 5"	\$75/issue	\$140/issue				
1/2 Page	7.875" x 5"	\$100/issue	\$190/issue				

Cost per insertion: \$ \_\_\_\_\_ x number of insertions \_\_\_\_\_ = \$ \_\_\_\_\_

BUSINESS/FIRM NAME \_\_\_\_\_

STREET ADDRESS \_\_\_\_\_

CITY/STATE/ZIP \_\_\_\_\_

SIGNATURE \_\_\_\_\_ PRINT NAME \_\_\_\_\_

PHONE NUMBER \_\_\_\_\_

EMAIL \_\_\_\_\_

Advertisement Materials: Please email your .jpg, .tiff, or .gif file to: [board@mypna.org](mailto:board@mypna.org). If you can not email your artwork contact John Driscoll: [board@mypna.org](mailto:board@mypna.org) to work out other arrangements.

Note: Ad will not be published without pre-payment. When you email your ad, be sure to mail check ASAP to ensure ad placement in desired issue.

Please make checks payable to: McCLELLAN PARK NEIGHBORHOOD ASSOCIATION

MAIL CHECK TO:  
Shawn O'Dell, Board President and Treasurer  
PO box 8725  
Madison, WI 53708-8725

The MPNA Newsletter reaches hundreds of area households four times a year. The newsletter is a vital communication tool used to inform our neighbors of upcoming events, neighborhood concerns, and updates. MPNA welcomes businesses who wish to advertise in our newsletter. Advertisements help cover the production costs. All rates are quoted for final to scale digital ads received two weeks in advance of publication date. Publication dates are approximate. The MPNA has the right to refuse any ad due to space considerations and/or inappropriate ad content.

**ADVERTISEMENT SPECIFICATIONS:**

All ads black and white only, no grayscale or color at this time. Artwork must be submitted in digital format, print quality (300 dpi). File formats accepted: .tif, .jpg, .gif. All files must be the correct ad size, black & white only, all fonts saved as art, 300 dpi, saved as an acceptable file format, Apple Macintosh and PC compatible (if applicable). Any ads that need to be revised, edited, or re-sized will incur production fees. Newsletter volunteer can design ads for an additional charge. Please email [board@mymrna.org](mailto:board@mymrna.org) for information.

**ADVERTISING RESPONSIBILITY:**

The McClellan Park Neighborhood Association (MPNA) is not responsible for any errors existing in artwork provided by the advertiser or for any errors occurring during printing. In addition, the advertiser agrees to hold the MPNA harmless from any and all claims, including but not limited to damages or causes of action resulting from the placement of or any errors within said advertisement. Rates are subject to change. MPNA is not responsible for content of advertisements including plagiarism, copyright ownership and usage rights.

**PUBLICATION SCHEDULE & DEADLINES:**

Sumbittal Deadlines: September 15, 2011 • November 15, 2011 • February 15, 2012 • May 15, 2012  
Approximate Publication Dates: October 1, 2011 • December 1, 2011 • March 1, 2012 • June, 2012

