

SAN TOMAS WEST

Neighborhood Association



Advertising Rates for the STWNA Newsletter

OPTION A:

One Time Ad
Business Card Size, 3.5" x 2"
Rate: \$ 30.00 per placement

OPTION C:

One Time Ad
Double Business Card Size, 3.5" x 4"
Rate: \$ 60.00 per placement

OPTION B:

Full Season Ad
Business Card Size, 3.5" x 2"
Rate: \$ 150.00 for six monthly ads

OPTION D:

Full Season Ad
Double Business Card Size, 3.5" x 4"
Rate: \$ 300.00 for six monthly ads

- STWNA Newsletters are delivered to homes in February, April, June, August, October and December. Six-issue full season ads will begin on the first month of advertising (example: if you start your ad series in August, your ad will run through June). The STWNA Board has the right to refuse ads which are deemed inappropriate.
- Advertisers will reach approximately **2500 local residents** who live in San Jose and Campbell, within the STWNA boundaries of San Tomas Expressway to San Tomas Aquino Road and Payne Avenue to Campbell Avenue.
- Advertiser is responsible for submitting camera ready, black and white artwork to the editor on or before the 10th of the month in which they would like their ad to appear. This should be submitted in .jpg or .bmp format. Advertisers are responsible for submitting new artwork for each issue, if they want to change the ad copy. If no new artwork is submitted, the editor will use the ad copy from the most current issue.
- The editor will work with advertisers who do not have camera ready artwork. There may be an additional fee for production of complicated advertisements and/or graphics. Advertisers may submit a business card, which will be scanned and used for ad copy. The editor cannot guarantee the quality of any ad copy not submitted in the above listed formats.
- The editor cannot guarantee placement of ad copy. Ad placement will be based on the content of each issue and may change with each subsequent issue.
- For more information or to place an ad, contact us at santomaswest@yahoo.com or call 408.315.0107. Checks should be made payable to STWNA and may be mailed to San Tomas West NA, PO Box 9281, San Jose, CA 95157.