

Advertising Rates for the ELNA Newsletter

Have you considered advertising in the ELNA paper newsletter?

The East Lawrence News is published bi-monthly in odd months. Over 1200 copies are printed and distributed to over 1000 East Lawrence homes, several local businesses, and mailed to associate members far and wide. We have special rates for ELNA members (business and individual members) and offer a 10% discount for buying ads for the year (6 issues).

Contact Lane, eastlawrence@yahoo.com, if you are interested in purchasing ad space.

Single Issue Rates

One issue, various sized ads, member and non-member rates

<i>Ad Size</i>	<i>Non-Member Rate</i>	<i>Member Rate</i>
Business card	\$20	\$16
1/8 page	\$30	\$24
¼ page	\$45	\$36
½ page	\$90	\$72
Full page	\$200	\$160

*NEW! Back Page sponsorship Ad \$150

Full half page of the back of the newsletter in a single issue --

- maximum visibility as the newsletter circulates through the mail
- tag line “this issue of the East Lawrence News sponsored by...”
- mention in the President’s Letter within the newsletter
- picture of ad and thanks on social media

Yearly Rates (approximately 10% discount)

One ad in each issue of the paper newsletter, 6 issues per year, various sized ads, member and non-member rates

<i>Ad Size</i>	<i>Non-Member Rate</i>	<i>Member Rate</i>
	<i>(Per Issue)</i>	<i>(Per Issue)</i>
Business card	\$18	\$14
1/8 page	\$27	\$21
¼ page	\$40	\$32
½ page	\$81	\$64
Full page	\$180	\$144

*You may apply a membership fee at the time of purchase to receive a member discount. Membership rates upon request.

*The deadline for each newsletter is approximately mid-month of the month preceding publication.

*Please have all ads print ready in pdf or jpeg format. The newsletter is printed in black and white and no color ads are accepted.
updated 8/16/19 LE