



The BAY HILLS BEACON

Newsletter of the Bay Hills Community Association



2008 Advertising Rate Sheet


The Opportunity

The Bay Hills Beacon is the monthly newsletter of the Bay Hills Community Association (BHCA), a community homeowner association in Arnold, Maryland. *The Beacon* is direct-mailed to nearly 900 area residences and other interested parties, including 600 BHCA single family houses and town homes surrounding the Bay Hills Golf Course, and also including 250 BHCA residences in Pine Valley, St. Andrews Hill, The Bluffs at Deep Creek, and the Oakland Hills and Bay Hills Apartments.

Sample *Beacon* issues can be provided to interested parties upon request. An archive of electronic copies of each monthly issue is available online at <http://beacon.bayhillsonline.com>.

Rates

Per issue ad rates and sizes for 2008 are as follows:

1/8 Page	\$30.00	3 3/4" wide by 2 1/2" tall
1/4 Page	\$50.00	3 3/4" wide by 5" tall
1/2 Page 	\$95.00	7 1/2" wide by 5" tall
1/2 Page - Back Cover	\$105.00	7 1/2" wide by 5" tall (one per issue), premium placement on back page
Insert	\$150.00 + printing	Single sheet, 8 1/2" by 11" flyer, up to two per issue (<i>the printing fee is charged separately as needed - see below</i>)

Inserts

A single sheet [8 1/2" by 11"] flyer may be placed in one month's issue of the *Beacon*. Inserts must be prepaid. Inserts must also be reviewed and approved by the Editor prior to printing and/or distribution.

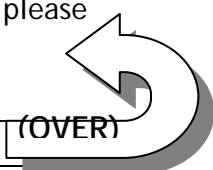
You must supply either (a) an electronic version of the insert that the Editor will review and then arrange for copying by the printer, or (b) 900 copies of the insert **upon approval** of the Editor. Insert material, along with payment, is due by the 15th of the month to the Editor. Inserts from up to two (2) advertisers will be accepted per issue, but for no more than three (3) months at a time. Brightly colored paper stock is recommended. Contact the Editor for availability.

Ad Copy

Publication-ready ad copy must be provided to the Editor electronically by the advertiser by the 15th of the month prior to the issue in which the ad is to run, unless design services have been arranged (see below). The Editor accepts a wide variety of electronic formats; inquire for specific details.

Design Services

The Editor can design an ad for you for a one-time charge based on your requirements (ad design fees start at \$20). For ad layout assistance, please be in touch by the 1st of the month prior to the issue in which the advertisement is to run.



Printing and Mailing

The Beacon is printed by Cape Graphix, located in Arnold, MD, (410) 757-2547. The *Beacon* is mailed from the Arnold, MD Post Office at 1521 Ritchie Hwy, Arnold, MD 21012.

Terms

You may choose to be billed every 3 months, every 6 months, or annually. Advertisers will be invoiced by the Editor. (Note that late fees will be assessed for delinquent accounts and will also result in removal of the relevant ad from publication.)

To request advertising space, please complete the 2008 *Beacon* Advertising Contract and send with electronic ad copy to:

Julia Boyle
Editor, *Bay Hills Beacon*
1038 Boucher Ave
Annapolis, MD 21403


Phone: (410) 708-4542
Beacon@BayHillsOnline.com

The Editor will notify you of your request status.

Wait List

The Editor maintains a wait list once the maximum amount of advertising space is reached. Residents of Bay Hills receive preference on the wait list.

Ad Templates Size templates for ads are shown here for ease in visualization:



1/2 Page Ad:
7 1/2 " wide by 5" tall
(Landscape only)

1/4 Page Ad:
3 3/4" wide by 5" tall
(Portrait only)

1/8 Page Ad:
3 3/4" wide by 2 1/2" tall
(Landscape only)