

EastsideNews

Published by the Goodman Community Center 149 Waubesa Street • Madison, WI 53704 • 608.241.1574 • www.goodmancenter.org

Advertising in the EastsideNews

The *EastsideNews* (ESN) newspaper is published six times a year by the Goodman Community Center. We publish news and information about events, issues, resources and programs at the Center and in our community on the east side of Madison.

More than 13,000 copies of this 28–32 page paper are mailed directly to households in the Center’s service area as well as to subscribers throughout the city. Copies are also available at several area businesses and at the Center. The newspaper is written and produced primarily by Center staff and volunteers. Our advertisers’ support makes publishing this valued community resource possible.

The *EastsideNews* is a great value for your advertising dollar. People really read our little paper! And, households and businesses often keep each issue around until the next one arrives, so your ad has a long exposure time.

EastsideNews contacts:

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Taking care of our part of the world
Sustainable Wood confirms (and encourages) widespread interest in sustainable practices in community

Signs of Momentum in Madison

Goodman Community Center holiday hours
Saturday, December 19 through Sunday, January 3, most of the Center will be CLOSED TO THE PUBLIC except for some specific activities. See page 1 for details.

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2011 EastsideNews Calendar and Production Deadlines			
Delivery date » Issue:	Confirm ads and articles no later than:	Articles due by:	Ads due by:
January 1 » January February	December 1	December 3	December 3
March 1 » March April	February 1	February 4	February 11
May 1 » May June	April 1	April 8	April 15
July 1 » July August	June 1	June 3	June 10
September 1 » September October	August 1	August 5	August 12
November 1 » November December	October 1	October 7	October 14
January 1 » January February 2012	November 28	December 2 <i>Earlier deadline due to holidays.</i>	December 2 <i>Earlier deadline due to holidays.</i>

EastsideNews ad rates and sizes

Advertisers in and outside our publication area are welcome to submit digital ads for the *EastsideNews*. We offer black and white and color rates and discounts if you run ads for a year.

Note: In order to maintain our non-profit status, according to federal law, we cannot accept ads from insurance companies, travel agencies, or any ads that promote credit cards or have credit card logos in them.

2011 Black and White Ad Rates

Advertising rates for black and white ads are \$14.50 per column inch.
Fees are rounded off to the nearest dollar.

Ad size:	Width x Height	Column inches	Price per insertion	Annual, 6 insertions <i>Prepay and get a 10% discount</i>
Full Page	9 5/8 x 16" (9.625 x 16")	64	\$928	\$5568 / \$5011
1/2 Horiz.	9 5/8 x 8" (9.625 x 8")	32	\$464	\$2784 / \$2506
1/4 Vert.	4 3/4 x 8" (4.75 x 8")	16	\$232	\$1392 / \$1253
1/4 Horiz.	9 5/8 x 4" (9.625 x 4")			
1/6 Vert.	4 3/4 x 5" (4.75 x 5")	10	\$145	\$870 / \$783
1/8 Horiz.	4 3/4 x 4" (4.75 x 4")	8	\$116	\$696 / \$626
1/8 Vert.	2 1/4 x 8" (2.25 x 8")			
1/10 Horiz.	4 3/4 x 3" (4.75 x 3")	6	\$87	\$522 / \$470
1/16 Vert.	2 1/4 x 4" (2.25 x 4")	4	\$58	\$348 / \$313
1/16 Horiz.	4 3/4 x 2" (4.75 x 2") <i>(Closest to business card size)</i>			
1/32 Horiz.	2 1/4 x 2" (2.25 x 2")	2	\$29	\$174 / \$157

2011 Color Ad Rates

Advertising rates for color ads are \$14.50 per column inch, plus an additional \$15 for color.
Fees are rounded off to the nearest dollar.

Ad size:	Width x Height	Column inches	Price per insertion	Annual, 6 insertions <i>Ads receive a 10% discount, but there is no discount on the cost of color</i>
Full Page	9 5/8 x 16" (9.625 x 16")	64	\$943	\$5658 / \$5101
1/2 Horiz.	9 5/8 x 8" (9.625 x 8")	32	\$479	\$2784 / \$2596
1/4 Vert.	4 3/4 x 8" (4.75 x 8")	16	\$247	\$1482 / \$1343
1/4 Horiz.	9 5/8 x 4" (9.625 x 4")			
1/6 Vert.	4 3/4 x 5" (4.75 x 5")	10	\$160	\$960 / \$873
1/8 Horiz.	4 3/4 x 4" (4.75 x 4")	8	\$131	\$786 / \$716
1/8 Vert.	2 1/4 x 8" (2.25 x 8")			
1/10 Horiz.	4 3/4 x 3" (4.75 x 3")	6	\$102	\$612 / \$560
1/16 Vert.	2 1/4 x 4" (2.25 x 4")	4	\$73	\$438 / \$403
1/16 Horiz.	4 3/4 x 2" (4.75 x 2") (Closest to business card size)			
1/32 Horiz.	2 1/4 x 2" (2.25 x 2")	2	\$42	\$252 / \$247

Discounts and good info to know

New advertiser? Prepay for an 8 column inch ad or larger and receive 20% off the first insertion

Non-profit organization? Receive a 5% discount (no discount on the cost of color)

Frequent advertiser? Prepay for a one-year ad contract and receive a 10% discount

Odd-sized Ad? If you send an ad that does not fit the exact column width of our ads, we'll enlarge your ad to the next column width and bill for the actual printed size.

Interested in inserts? If you have an insert you'd like to have tucked into our paper, the cost is \$1000 insert fee. And you'll need to deliver the insert to our one of our printer's offices in Middleton or Black Earth. Contact the Managing Editor, Margo, to make arrangements.

Paying for your ad

Payment is due upon receipt of the invoice. Ads may be paid by check, money order or credit card. Failure to provide your ad by the deadline will not relieve you of your financial responsibility. You will be billed as if your ad ran.

Submitting your ad

First, contact the Managing Editor, Margo Tiedt, to reserve space for your ad by the reservation deadline.

Prepare your ad to look good in print

Following these guidelines will ensure that your ad will print with the fonts you choose and will print your images or artwork clearly. Ads must be submitted at the exact dimensions. ***We only accept ads electronically as print quality PDFs.*** Fonts and images must be embedded. Ads must be submitted at the exact dimensions reserved. Color ads must be in CMYK color, not RGB.

Creating a color ad? Read this to avoid printing problems, and have your ad look good in print

If you are creating a color ad, please advise your designer creating the ad to make sure that black type is NOT set to “rich black.” **For best results use plain black.** Anything that is created as a rich black will act like it’s full color — it separates so there are layers of magenta, blue, yellow **and** black wherever you’ve designated “rich black.” Rich black type is especially likely to be blurry when printed on a web press like our paper is — a press designed to print newspapers fast and inexpensively (read: not such high quality).

NOTE: In *some* cases we can correct rich blacks, but not always. And additional costs have to be passed on to the advertiser if it takes extra time to prepare the ad for press.

Troubleshooting Ads with problems

If your ad does not meet our specifications, it can cause problems for our printer which means they pass on those costs to us. So, we will need to charge a \$20 troubleshooting fee if we are able to correct the file. If we are unable to correct the file, we will make every effort to send it back to you to edit and resubmit in time for publication.

Want help creating your ad?

If you are unable to create an ad to these specifications because it’s outside of your area of expertise or you don’t know anyone who can help you, we can create an ad for you. We charge \$30/hour and would typically be able to create an ad within an hour once you provide all the text and images we’ll need. If you need edits to the ad for future placement, we would charge \$7.50/quarter hour. If you need help creating your ad, talk with us when you confirm your ad space.



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