

# EASTSIDE NEWS

Published by **GOODMAN COMMUNITY CENTER**

Eastside News is published six times a year by the Goodman Community Center. It contains news and information about events, issues, resources and programs at Goodman and the greater community on the east side of Madison. The 24-page full-color newspaper is edited and produced by Goodman staff and volunteers. **2024 marks the centennial of the founding of the modern Eastside News!**

The paper has a circulation of more than 20,000. More than 13,000 households on the near east side of Madison receive the FREE paper, and it is distributed to an additional 6,000 homes and businesses throughout Madison. It is also distributed at local businesses; the Pinney, Hawthorne and Monona libraries; Willy Street Co-op East and North; and at Goodman.

## Why advertise in Eastside News?

### Affordable ad rates

We offer a wide variety of sizes to meet your advertising budget. **See other side for available sizes and pricing.**

### Eastside News reaches beyond the east side

About 6,000 issues of Eastside News are mailed outside the core neighborhood of the Goodman Community Center – much of this mailing goes to suburban areas of Dane County. Ads are seen by more than just residents of the east side.

### People depend on the Eastside News for local information

People really read our little paper! News racks constantly need restocking because people turn to Eastside News for community information. Plus, households and businesses often keep each issue around until the next one arrives, so your ad has a long exposure time.

### Your ad helps keep our community connected

Advertisers' support makes publishing this valued community resource possible and supports the Goodman Community Center. The Eastside News reflects and fosters pride in our community.

### Digital ads with ESN articles posted on Goodman's website are now available!

Just ask and we can provide you with specifications and pricing for ads or sponsorships.

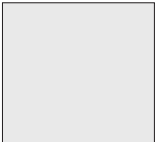

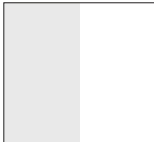

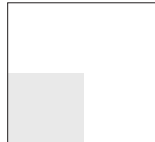



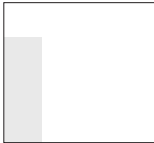





# Eastside News: 2024 Print Ad Rates (January through December)

Ad submission deadline is the first day of even number months. Please reserve ad space a week prior to ad deadline. **Ad prices include color.** Add 15% to ad price for placement on specific page (except back cover and inside front cover, which already have premium pricing) Subject to availability

SPACE	Orientation	W x H inches	1 issue
Back Cover	Square	10.25 x 10	\$1,236
Inside Front Cover	Square	10.25 x 10	\$1,236
Center Spread	Horizontal	21.5 x 10	\$2,591
Full Page	Square	10.25 x 10	\$1,030
1/2 Page	Vertical	5.05 x 9.8	\$515
	Horizontal	10.25 x 4.83	\$509
1/3 Page	Vertical	5.05 x 6.48	\$347
1/4 Page	Square	5.05 x 4.83	\$262
	Vertical	2.45 x 9.8	\$265
	Horizontal	10.25 x 2.37	\$256
1/6 Page	Vertical	2.45 x 6.48	\$181
	Horizontal	5.05 x 3.16	\$178
1/8 Page	Vertical	2.45 x 4.83	\$138
	Horizontal	5.05 x 2.37	\$136
1/12 Page	Vertical	2.45 x 3.16	\$91

Ads should be submitted in exact dimensions listed as print quality PDFs or JPGs at 300dpi and in CMYK color.

					
FULL PAGE 10.25 x 10	1/2 PAGE HORIZ 10.25 x 4.83	1/2 PAGE VERT 5.05 x 9.8	1/3 PAGE VERT 5.05 x 6.48	1/4 PAGE SQ 5.05 x 4.83	1/4 PAGE VERT 2.45 x 9.8
					
1/4 PAGE HORIZ 10.25 x 2.37	1/6 PAGE HORIZ 5.05 x 3.16	1/6 PAGE VERT 2.45 x 6.48	1/8 PAGE HORIZ 5.05 x 2.37	1/8 PAGE VERT 2.45 x 4.83	1/12 PAGE VERT 2.45 x 3.16



**Goodman**  
Community Center

**We strengthen lives  
and secure futures**

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Questions? We're here to help.