

# EastsideNews

Published by the Goodman Community Center 149 Waubesa Street • Madison, WI 53704 • 608-241-1574 • [goodmancenter.org](http://goodmancenter.org)



## 2018 Advertising Guide

The Eastside News 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. The 24- to 28-page newspaper is edited and produced by Center staff and volunteers.

### Why advertise in the Eastside News?

Your customers receive — and read — the Eastside News

With a circulation of more than 17,000, more than 7,200 households on the near east side of Madison receive the FREE paper, and it is distributed to an additional 9,500 homes and businesses throughout Madison. It is also distributed at local businesses, here at the Center and Pinney and Hawthorne libraries, as well as the Willy Street Co-op East and North.

**Affordable ad rates. Base rate is \$18 per column inch.**

We offer a wide variety of sizes to meet your advertising budget.

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

People really read our little paper! 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. The Eastside News reflects and fosters pride in our community.

“The Eastside News helps us have a large presence in our community. We not only advertise our homes for sale but also love that we can support the Goodman Community Center.”

Liz Lauer,  
Lauer Realty Group

### To place an ad

**To reserve ad space in all six issues, with prepayment:** Complete a 2018 Annual Advertising Contract.

**To reserve ad space in one or all issues, pay as you go:** Fill out a 2018 Advertising Space Reservation, or contact Dave Link, our advertising manager, at [ESNews@goodmancenter.org](mailto:ESNews@goodmancenter.org) to reserve space for your ad by the deadline listed on the next page.

**About our deadlines:** Please, please, please try to meet our deadlines. We are a team of three people who crank out this paper on top of many other responsibilities. We know you are busy, too, so we will always try to work with you, but whenever you can provide ads, information and payment in a timely way it makes us love you all the more.

## ● Eastside News contacts:

For general information, advertising help, or questions about editorial content::

**Dave Link**, *Eastside News managing editor\**

*Email* davidl@goodmancenter.org

**Janelle Jordan**, *Eastside News ad designer*

*Email* janelle@goodmancenter.org

*Phone* 608-204-8023

\*Dave works part time. He is great about getting back to you within his schedule, but if you need immediate help with anything, Janelle is happy to try to help you.

## 2018 Production Deadlines

Issue	Reserve ad space Request ad design help Send articles	Email ads to ESNews@goodmancenter.org	Paper delivered to households
Jan / Feb	Friday, November 28	Thursday, December 1	Jan. 1
Mar / Apr	Thursday, February 1	Thursday, February 8	March 1
May / Jun	Monday, April 2	Thursday, April 6	May 1
Jul / Aug	Friday, June 1	Thursday, June 7	July 1
Sep / Oct	Wednesday, August 1	Thursday, August 9	Sept. 1
Nov / Dec	Monday, October 1	Thursday, October 5	Nov. 1
Jan / Feb	Saturday, December 1	Thursday, December 6	Jan. 1, 2019

## ● Please, please, please pay promptly

**Payment is due upon receipt of the invoice.** Ads may be paid by cash, check, money order or credit card. Like you, we are a business, so failure to provide a reserved ad by the deadline will not relieve you of your financial responsibility.

You will be billed as if your ad ran. When accounts are 60 days or more past due, ads will not run.

## ● We welcome editorial content

**Submit an event or activity article.** If your business or organization has an upcoming event that will take place in the upcoming issue, let us know. We regularly have a page or more announcing upcoming activities at the Center and in the community. Send your article with all the pertinent details to ESNews@goodmancenter.org by the deadline listed in the editorial calendar below. Activity and event promos are suggested to be 150 to 300 words. If you have a bigger story to tell, check in with Dave Link to see if we are able to include a longer article.

## ● Discounts and important information

**Who is eligible to advertise?** Any company or organization in or outside our publication area — except travel agencies and some insurance advertising. (*A condition of our non-profit status*)

**Two restrictions:** You can promote products, services or activities, but no credit card logos are allowed in advertisements. (*Another condition of our non-profit status*) We also prohibit direct solicitations for funds in ads.

**Non-profit organization?** Receive a 5 percent discount.

**Frequent advertiser?** Prepay a one-year ad contract and receive a 10 percent discount. To get this discount, pay in full within 30 days of invoice.

**Political ad?** Prepayment is required.

**Odd-sized Ad?** If you send an ad that does not fit our standard column widths, we'll scale your ad up and you will be billed accordingly.



## ● Make sure your ad looks good in print

**Print production guidelines:**

- Submit ads *electronically as a print quality PDF, or .tiff*
- The paper prints at 300dpi
- Submit your ad at the exact dimensions reserved
- Color ads must be in CMYK color, not RGB

We highly recommend creating your ad in Adobe Illustrator, Photoshop or InDesign.

*If these guidelines sound like a foreign language to you, you may want to hire a graphic designer or contact us for help with your ad.*

## ● Need some help?

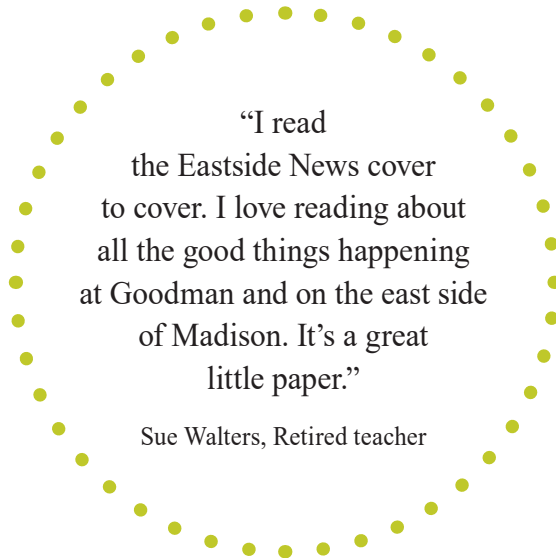
**We can create your ad for \$40 per hour.** If you are unable to create an ad to these specifications because it's outside of your area of expertise or you don't know anyone who can help you, we can create an ad for you. We charge \$40/hour and would typically be able to create a simple ad within an hour once you provide all the text and images we'll need. If you need edits to the ad for future placement, we will charge a minimum of \$20. If you need help creating your ad, talk with us when you confirm your ad space.

## ● See how much better your ad looks in color!

<b>STALZY'S</b> DELI & BAKERY				
Handcrafted food from scratch	House-cured meats & freshly baked breads	Award-winning sandwiches	Catering for parties of any size	Grilling and picnic packages
Stalzy's is turning 3! ★ Follow us on Facebook and Twitter for anniversary specials & events!				
2701 Atwood Ave. Madison, WI www.stalzysdeli.com				



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“I read  
the Eastside News cover  
to cover. I love reading about  
all the good things happening  
at Goodman and on the east side  
of Madison. It’s a great  
little paper.”

Sue Walters, Retired teacher

*We love our advertisers and will do whatever we can  
to make you look good in the Eastside News.*

*Advertising in Eastside News supports Goodman Community Center*

**Thank you for advertising with us!**



**Goodman**  
Community Center

**We strengthen lives and secure futures.**

149 Waubesa St.  
Madison, WI 53704  
Phone 608.241.1574

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