



# TOSA EAST TOWNE

NEIGHBORHOOD ASSOCIATION

## Newsletter Rate Card

### AD RATES

	1x	4x
Full page	\$200	n/a
1/2 page	\$125	n/a
1/4 page	\$75	\$250 (\$62.50 per issue)
1/8 page or business card	\$45	\$150 (\$37.50 per issue)

Call for special pricing if ordering one year's worth of ads at different sizes.

### SPECIAL POSITIONS

Preferred or special position requests by advertisers will be charged an additional 20%. Placement of all other advertisements is left to the discretion of the publisher.

### PUBLICATION SCHEDULE

ISSUE	CONTRACT DUE	AD ART DUE
February	Dec. 22	Jan. 5
May	Mar. 16	Mar. 23
July	May 15	May 22
October	Aug. 25	Sept. 2

### ART REQUIREMENTS

	WIDTH	HEIGHT
Full page	7.5	x 10
1/2 page—horizontal	7.5	x 5
1/2 page—vertical	3.75	x 10
1/4 page	3.75	x 5
1/8 page—horizontal (or business card)	3.75	x 2.5

**Art Preparation:** All advertising rates are based on artwork provided by advertiser. Changes or corrections in original art to be made by publisher will incur a fee.

Art should be prepared for high-quality printing in one of the following preferred formats: TIFF, JPEG, and PDF. No word processing files can be accepted.

Convert all colors to grayscale.

All fonts should be converted or embedded.

Ad art can be provided as a hard copy and scanned in by TETNA. Quality of scanned ads cannot be guaranteed—advertiser will be contacted if there are any concerns.

Submit ads electronically to Julie Terwelp at [jmktewelp@wi.rr.com](mailto:jmktewelp@wi.rr.com). Email Julie or call 258-0912, for other methods of submitting artwork.

### PAYMENT

Pre-payment for advertising is required for submission. Please make check payable to the Tosa East Towne Neighborhood Association and mail payment along with contract to: TETNA Advertising, c/o Barb Blaney, 2356 Lefebber Ave., Wauwatosa, WI 53213.

### CANCELLATIONS

Ads cannot be cancelled from an issue after the Ad Art submission deadline.

### CONDITIONS

1. All new advertising requires TETNA Board approval. The Board reserves the right to approve or disapprove of ads.
2. A maximum of two pages of full or half-page ads can be published in one newsletter issue. A single business may run two full-page ads in the same issue subject to space availability.
3. TETNA shall not be liable for errors made or costs and damage if for any reason it fails to publish an advertisement.
4. Every effort is made to meet deadlines and distribute newsletters in a timely manner. Advertiser understands and accepts that TETNA and its publication rely solely on volunteers. All agreements are subject to incidents beyond the publisher's control.

*East Towne is located in the city of Wauwatosa, Wisconsin between North 60th Street and Wauwatosa Avenue (running East/West) and between North Avenue and Center Street (running North/South).*

### ASSOCIATION PHILOSOPHY

*To provide a welcoming and nurturing environment and to maintain the quality of life and sense of community through shared interests and neighborly interaction.*

### NEWSLETTER CIRCULATION

*TETNA distributes a newsletter to residents and businesses four times a year—February, May, July, and October. The newsletter is produced for approximately 2500 recipients who represent an active, educated and diverse family community. TETNA provides local advertisers, particularly those in the TETNA area, direct access to a loyal and ideal market.*

### CONTACT INFORMATION

**Ad Art and General Information:**  
Julie Terwelp, Newsletter Editor,  
2358 N. 70th Street  
258-0912 or [jmktewelp@wi.rr.com](mailto:jmktewelp@wi.rr.com)

**Ad Contract and Payment:**  
Barb Blaney, Treasurer,  
2356 N. Lefebber Ave.  
453-3551 or [jbblaney@sbcglobal.net](mailto:jbblaney@sbcglobal.net)



# TOSA EAST TOWNE

NEIGHBORHOOD ASSOCIATION

## Advertising Contract

Contact: .....

Business Name: .....

Address: .....

City: ..... State: ..... Zip: .....

Telephone: .....

Fax: .....

Email: .....

SIZE (PLEASE CHECK)	ISSUE (MONTH/YEAR)
<input type="checkbox"/> FULL <input type="checkbox"/> 1/2 HZ <input type="checkbox"/> 1/2 VT <input type="checkbox"/> 1/4 <input type="checkbox"/> 1/8	
<input type="checkbox"/> FULL <input type="checkbox"/> 1/2 HZ <input type="checkbox"/> 1/2 VT <input type="checkbox"/> 1/4 <input type="checkbox"/> 1/8	
<input type="checkbox"/> FULL <input type="checkbox"/> 1/2 HZ <input type="checkbox"/> 1/2 VT <input type="checkbox"/> 1/4 <input type="checkbox"/> 1/8	
<input type="checkbox"/> FULL <input type="checkbox"/> 1/2 HZ <input type="checkbox"/> 1/2 VT <input type="checkbox"/> 1/4 <input type="checkbox"/> 1/8	

### CONTACT INFORMATION

**Ad Art and General Information:**  
 Julie Terwelp, Newsletter Editor,  
 2358 N. 70th Street  
 258-0912 or jmkterwelp@wi.rr.com

**Ad Contract and Payment:**  
 Barb Blaney, Treasurer,  
 2356 N. Lefebber Ave.  
 453-3551 or jbbblaney@sbcglobal.net

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### THANK YOU

*Thank you for advertising with the Tosa East Towne Neighborhood Association. Your support helps contribute to the publication costs of our newsletter.*

### PREFERRED POSITION

(please select position, if applicable):

- inside cover
- center spread left
- center spread right
- inside back
- back cover

### PAYMENT

_____ (AD RATE per issue) x _____ (# of Issues) =	
PREFERRED POSITION (+20%)	
<b>TOTAL:</b>	

*Please make check payable to:*  
 Tosa East Towne Neighborhood Association

### Artwork:

- enclosed
- to come \_\_\_\_\_ (date)