

Heather 'n Yon has been in print for 37 years. Over the years the newsmagazine has changed

how it looks with more color, pages, and features, but the commitment to the people of Heather Gardens is as strong as ever.

## Monthly Display Advertising Rates

No. of Issues per year	Ad Sizes				
	1/16	1/8	1/4	1/2	Full
12	\$70	\$100	\$175	\$285	\$490
2-11	\$85*	\$115*	\$190*	\$300*	\$505*
1	\$110	\$150	\$225	\$335	\$540

\*Prepaid Rate without 12 month contract.

All political ads are prepaid.

Special Placement - *sold out*

Back Cover – \$580, Inside Cover – \$530, Calendar Pages – \$200

Placements only available to 12 month contracts and accounts in good standing.

## Inserts

### Quantity & Size

Provide 2,500 inserts, 8" x 10" max size.

Fold larger inserts to fit within the max size.

### Cost \$600

One time \$205 discount for Heather 'n Yon Advertisers with 12 month display contract—eligible after 6 months.



## Service Directory

Cost... \$55 **All Service Directory ads are prepaid.**

Contracts available in 4, 6, 8, or 12 months ad runs.

**4 for \$220 , 6 for \$330, 12 for \$660 (pay for 12, get 13 months)**

## Deadlines

Display advertising deadlines on the 15th of the prior month.

Inserts need to be delivered by noon on the 22nd of the prior month.

**Ads received after the deadline will be charged a \$40 set-up fee.**

## Payment & Proof of Publication

Statements and Invoices are mailed out around the 5th of the month.

**We now accept credit cards. Ask about our CC Authorization form.**

## Newsmagazine Delivery

Distribution of the newsmagazine is delivered to every door (2,426 units) in Heather Gardens and the clubhouse (bundles) most often by the 1st or 2nd of the month.

## Online

To view our newsmagazine online go to HeatherGardens.org. Under Resource Center in the top menu slide down to Heather 'n Yon.

## Ad Reservation Contact: Susan Harman, Advertising Manager


303.521.8846 • [susan@bluefishartdesign.com](mailto:susan@bluefishartdesign.com)


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## Display Ad Sizes


Width x Depth in inches


 Full Page  
7.125 x 9.5

 Half Page -tall  
3.5 x 9.5

 Half Page -wide  
7.125 x 4.625

 Quarter Page -tall  
3.5 x 4.625

 Quarter Page -wide  
7.125 x 2.25

 Eighth Page  
3.5 x 2.25

 Sixteenth Page  
1.625 x 2.25

 Service Directory  
3.5 x 1.125

See pdf of sample ad sizes.

Send ads to: [susan@bluefishartdesign.com](mailto:susan@bluefishartdesign.com)

**Format** Camera Ready:  
**Preferred format is PDFs at press quality.**

We also accept Adobe Photoshop files saved as .jpg or .jpeg, .tiff, and .psd.

Adobe Illustrator files saved as .eps with fonts and artwork converted to outline.

Microsoft .pub files, export as .pdf at the highest resolution press quality. *We do not accept .pub files.*

**Color** For four-color process printing use the CMYK color mode. Convert RGB images and logos to CMYK before importing into your design program and exporting ad layout to pdf.

Artwork and images at minimum 240–300 dpi. (Artwork pulled from a website is usually 72 dpi and will be rejected if it can't be reduced in area size to increase the dpi to 240–300 dpi.)

**Important:** Copy text (12pt or smaller) 100% black. Do not use Registration Black for copy text.

## Creative Services Available

Initial layouts of a new ad run \$50-\$75, depending on size of ad. First hour of design services are free, after first hour there will be a charge of \$75/hour per ad.

**Sample AD Sizes for Heather n' Yon**

Half page Vertical, 3.5" x 9.5"

Full page, 7.125" x 9.5"

Half page Horizontal, 7.125" x 4.625"

1/4 page Horizontal, 7.125" x 2.25"

1/4 page Vertical, 3.5" x 4.625"

1/8 page Vertical  
1.625" x 4.625"

1/8 page Horizontal 3.5" x 2.25"

1/16 page  
1.625" x 2.25"

Service Directory  
3.5" x 1.125"