



Dilworth QUARTERLY *Advertising*



The **Dilworth Quarterly** is published four times a year and is delivered by mail to over 5,000 residents and businesses. The Quarterly is produced by the **Dilworth Community Association** – a non-profit, all volunteer organization that serves the historic and community needs of our neighborhood. Advertising supports both the production of the Quarterly as well as neighborhood programs and events.

Our advertising information may be viewed on our website – www.dilworthonline.org under the Communications tab - or you may scan the QR code below. Here you will find current and archived issues of the Quarterly. You will also find our advertising rates, ad specifications and online payment options.

Contact our ad manager if you would like to inquire about available ad space or if you prefer to have advertising information emailed to you.

Ad Manager:

Mary Beth Sensabaugh
msensabaugh15@gmail.com
704.819.1015 (call or text)



AD SIZES

Full page:

7.792" x 9.833"

\$660.00

1/4 page square:

3.812" x 4.75"

\$310.00

1/2 page horizontal:

7.792" x 4.75"

\$480.00

Back Cover:

(1/2 Page horizontal)

\$540

Business card:

3.812" x 2.182"

\$155.00

1/4 page horizontal:

7.792" x 2.182"

\$310.00

1/2 page vertical:

3.812" x 9.833"

\$480.00

1/4 page vertical:

1.823" x 9.833"

\$310.00

All ads submitted must be created to the **exact size** listed here for approval.

To place an ad, contact Mary Beth Sensabaugh, Ad Sales Representative, at **704-332-83**

AD SPECIFICATIONS

Format

Ads must be submitted as PDFs (Adobe Acrobat 8.0 or 9.0) and must meet the following criteria *(we can not guarantee that ads that do not meet these specifications will print properly)*:

- Be created to the **exact size** (as indicated on the facing page).
- **All fonts must be embedded.** Fonts not embedded can cause problems when the newsletter goes to press.
- Images (including logos) in ads should be **at least 300dpi**. If lower, the image may appear blurry in print.
 - **All ads should be color, CMYK if possible.** We can convert CMYK from RGB ads, but we do not guarantee how they will print. There may be a slight desaturation of color.
 - **Ads that do not meet the above specifications may not print properly.**

Please Note: PDFs created from Microsoft products (eg, Microsoft Word) and other non-design software products frequently cause problems when we go to press. If we anticipate problems, we will return the ad to you. If the advertiser does not have the means to create a proper ad file, the Dilworth Quarterly staff may be able to help for a nominal fee. Please contact us.

Ad Delivery

PDFs should be emailed directly to Mary Beth Sensabaugh at msensabaugh@carolina.rr.com by deadline, unless directed otherwise. **Ads not received and paid by deadline may not run.**

Classified Ads

Dilworth Quarterly also offers TEXT ONLY classified ads. These ads will appear as an ad with a 1-2 line headline and text not to exceed 50 words. Please include your desired text on an insertion order form or email text to msensabaugh@carolina.rr.com.

Payment

All ads must be paid for in advance. Please contact Mary Beth Sensabaugh for details.

AD DEADLINES

The deadlines for receiving insertion orders, payment and the electronic files for ads are:

March issue: January 15

June issue: April 15

September issue (Home Tour/Jubilee): July 15

December issue: October 15

Ads not received and paid by deadline may not run.



What *advertising* in the DQ can do for you:

The DQ was started to provide real and useful information to our neighbors, focused on Dilworth items of interest, and provides visibility for our Dilworth-related businesses at low cost. For over 30 years it has been a part of Dilworth's fabric.

The Dilworth Quarterly is mailed directly to the households and businesses in Dilworth.

The advertising income is used to offset the cost of the publication, with any excess used by the DCA for its programs on behalf of the neighborhood.

Advertising in the Dilworth Quarterly shows support for the neighborhood, and builds name recognition among your neighbors.

Advertisers in the Quarterly must be located in Dilworth, owned by a Dilworth resident, or work to serve Dilworth residents. Folks recognize and support the local connection when they see your ad.

For outreach to Dilworth as a focused market, the Dilworth Quarterly cannot be matched!

A half-page ad reaches nearly every household and business in the neighborhood *for under \$500!*