

HERITAGE HERALD DISPLAY AD RATE CARD

****Rates begin for May/June 2024 Issue****



The **HERITAGE HERALD** is the neighborhood newsletter of the Heritage Hill Association. It is published six times a year (bi-monthly) and is mailed to every household, business, and institution in the Heritage Hill neighborhood as well as non-resident members. **Circulation -- 4,000.**

In addition to the print version, the Herald is posted on the Association's website -- view at www.heritagehillweb.org. The printed version is in black and white; the website posting is full color. The Association's printer can work with most design formats. Email ads to heritage@heritagehillweb.org or call (616)459-8950 if you have any questions.

A contract discount of 33% is available to those advertisers placing an ad in 6 consecutive issues. Ads can be changed for each issue but the contract is a commitment to run ads in 6 issues. Contract advertisers also get a link posting on the Association's website.

<u>ISSUE:</u>	<u>DEADLINE:</u>	<u>DISTRIBUTION:</u>
JANUARY/FEBRUARY	DECEMBER 15	JANUARY 5
MARCH/APRIL	FEBRUARY 15	MARCH 5
MAY/JUNE (HOME TOUR ISSUE)	APRIL 15	MAY 5
JULY/AUGUST	JUNE 15	JULY 5
SEPTEMBER/OCTOBER	AUGUST 15	SEPTEMBER 5
NOVEMBER/DECEMBER	OCTOBER 15	NOVEMBER 10

FULL PAGE – (8.5" x 11") Single issue \$578; *Contract \$387 per each issue*

HALF PAGE – (7.25" x 5") Single Issue \$308 *Contract \$206 per each issue*

QUARTER PAGE – (4.75" x 4.25")
Single Issue \$193; *Contract \$129 per each issue*

EIGHTH PAGE – (4.75" X 2.10")
Single Issue \$121; *Contract \$81 per each issue*

3" Column
(2.25" x 3")
Single Issue \$94
Contract \$63 per issue

2" Column
(2.25" x 2")
Single Issue - \$75
Contract - \$51 per issue

1" Column
(2.25" x 1")
Single Issue - \$46
Contract - \$31 per issue

Classified Ad: \$15 per issue (up to 20 words)