

# Village of Westchester

## Newsletter Advertising Information



The Village publishes a monthly newsletter which is delivered to 7200 households on the first Monday of each month. We would like to offer you the opportunity to be a part of this unique community production. In addition to household deliveries, it is also distributed at the Westchester Public Library and local businesses. The most current newsletter is displayed on the Village homepage with the previous months issues accessible online.

Due to the limited amount of space for advertisements, ad space is sold on a “first come, first serve” basis. Ad size is determined by availability per newsletter issue. To secure advertising space, please contact us at [newsletter@westchester-il.org](mailto:newsletter@westchester-il.org). All interested parties will receive a confirmation email with deadline, pricing, payment, and submittal requirements. All ads must be submitted to [newsletter@westchester-il.org](mailto:newsletter@westchester-il.org) by the 15th of each month.

ADVERTISEMENT SIZE	DIMENSIONS	MONTHLY RATE	THREE MONTH PRE-PAID 5% DISCOUNT	SIX MONTH PRE-PAID 10% DISCOUNT
1/8 PAGE ADVERTISEMENT	5.125" W X 3.25" T	\$60.00	\$57.00	\$54.00
1/4 PAGE ADVERTISEMENT	5.125" W X 6.50" T	\$110.00	\$104.50	\$99.00
HALF PAGE ADVERTISEMENT	10.25" W X 6.50 T	\$200.00	\$190.00	\$180.00
BACK HALF PAGE COLOR		\$300.00	N/A	N/A
FULL PAGE ADVERTISEMENT	10.25" W 13.00" T	\$300.00	\$275.00	\$270.00
BACK FULL PAGE COLOR		\$500.00	N/A	N/A

Please Note: Prices are subject to change upon Staff recommendation or Board Approval

Questions: Contact Molly Keane at [newsletter@westchester-il.org](mailto:newsletter@westchester-il.org). or (708) 345-0020

### Newsletter Submittal Requirements

#### Advertisements

- Must be “camera ready” and submitted preferably as Pdf. TIF or JPEG files are also accepted.
- All image files submitted should have a 300dpi resolution to ensure the highest printing quality possible for your advertisement.

#### Photos

- Must be submitted as TIF or JPEG files and should have a 300 dpi resolution to ensure the highest printing quality possible.

#### Articles

- Must be submitted in a Word doc (not docx)

**VILLAGE OF WESTCHESTER NEWSLETTER**  
**10300 ROOSEVELT RD. WESTCHESTER, IL 60154**  
**NEWSLETTER@WESTCHESTER-IL.ORG (708) 345-0020**

**Newsletter Advertising Policy**

***Introduction***

The Village of Westchester produces a newsletter which is delivered to over 7200 households on the first Monday of each month. In addition to household deliveries, it is also distributed at the Westchester Public Library and local businesses. The most current newsletter is displayed on the Village homepage with the previous issues accessible online. We would like to offer you the opportunity to be a part of this unique community production.

***Advertisement Submittal Requirements***

-Advertisers must contact the Village Newsletter at [newsletter@westchester-il.org](mailto:newsletter@westchester-il.org) or (708)345-0020 to request an advertisement be placed in the newsletter. This must include the size of the requested advertisement. Due to the limited amount of space for advertisements, ad space is sold on a “first come, first serve” basis. Ad sizes are ultimately determined by availability per newsletter issue. If there is a change in the requested size due to availability, the advertiser will be contacted by the Village regarding the change. The advertisement will only be included if the advertiser confirms the change.

-Advertisements must be received by the 15<sup>th</sup> of the month prior to the issue. This means, to be placed in the December newsletter, all advertisements must be received, in an acceptable electronic format by November 15<sup>th</sup>.

-All advertisements must be “camera ready” and submitted as a TIF, JPEG, PDF, or Publisher file format. Additionally, all image files must be submitted with a minimum resolution of 300 dpi to ensure the highest printing quality possible.

-For each advertiser contact information must be provided before the advertisement can be placed in the newsletter. This information will be collected on the “Newsletter Advertising Contact Information” form. This information must be updated annually by January 31<sup>st</sup> of each calendar year. If there are changes in the contact information, it is the responsibility of the advertiser to contact the newsletter with the updated information.

-When a request is made by a new advertiser to place an advertisement, the attached contact information sheet must also be received with their advertisement before it can be placed in the newsletter. This ensures that all advertisers can be contacted if there is a problem with their advertisement as well as provide the Village with needed information for invoicing purposes.

***Advertising Payment***

-Advertisers will be invoiced the first full week of the month their ad is run by the Village Finance Department. Payment must be made within 30 days to avoid penalties. If payment is not made within the set thirty days, advertisers will be subject to a 10% late fee. If payment is not remitted within 60 days of the original invoice date, account will be sent to our collection agency and advertising privileges may be suspended.

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***Discount Rates***

-A discounted rate of 10% will be given for advertisers who commit to a consecutive 6 month advertisement. This advertisement must be paid in advance the first month the advertisement is run. During the committed time, the advertiser has the opportunity to change the content of their advertisement, excluding the size of the advertisement.

-A discounted rate of 5% will be given to advertisers who commit to a consecutive 3 month (seasonal) advertisement. This advertisement must be paid in advance the first month the advertisement is run. During the committed time, the advertiser has the opportunity to change the content of their advertisement, excluding the size of the advertisement.