



PARK SLOPE CIVIC COUNCIL

Advocate For Our Community

729 Carroll Street, Brooklyn, NY 11215 | tel. 718.832.8227
mail@parkslopeciviccouncil.org | www.parkslopeciviccouncil.org

Advertising in *Civic News* 2011

Civic News is the official newsletter of the Park Slope Civic Council, one of the oldest civic associations in Brooklyn. In print for more than 70 years, *Civic News* will be going through some exciting changes in 2011: full color, more pages, and distribution to both Civic Council members via mail and Park Slope residents at key points throughout the neighborhood.

We look forward to seeing your business advertise in *Civic News* and your support for the Park Slope community!

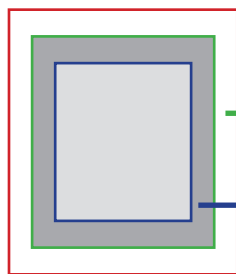
Rates and Specifications

Civic News will be published four times per year, once per season. Circulation will be approximately 1,500 copies per issue, about half of which are mailed to our very community-minded members.

Ad size	Dimensions (inches, width x height) Trim Live Bleed *	One-year price (four issues)	One issue only
Full page	8.5 x 11 8 x 10.5 9 x 11.5	\$3,000	\$800
Half page, with bleed vertical	4.25 x 11 3.75 x 10.5 4.5 x 11.5	\$1,700	\$450
horizontal	8.5 x 5 8 x 4.5 9 x 5.5		
Half page, no bleed vertical	3.75 x 10 3.25 x 9.5 —	\$1,500	\$425
horizontal	7.5 x 4.75 7 x 4.25 —		
Quarter page	3.75 x 4.75 3.25 x 4.25 —	\$900	\$250
Eighth page	3.75 x 2.375 3.25 x 2.125	\$500	\$150
Third page	4.75 x 4.75 4.25 x 4.25	\$1,000	\$275
Sixth page	4.75 x 2.25 4.25 x 2	\$600	\$175

* Trim vs. live vs. bleed

Ads must meet size requirements for trim, live area, and bleed to help ensure correct production. See below for definitions:



Bleed: This applies only to full-page and half-page-with-bleed ads. Your ad must include an extra 0.25 inches beyond the trim on all sides.

Trim: This is the actual space for your ad.

Live area: Important parts of your ad, such as text and logos, should be positioned 0.25 inches away from the trim.

Acceptable file formats

Ads must be saved as either PDF or EPS files. For PDFs, fonts must be fully embedded; for EPSs, fonts must be converted to outlines. All images (photos) must have a resolution of at least 300 dots per inch; images with lower resolutions might not be properly reproduced.

— more —

Advertising contract for *Civic News*

Advertiser _____
Contact _____
Address _____

Phone _____
e-mail _____

Length of contract ☐ One year (four issues)
☐ One issue (please specify)
 ☐ Winter
 ☐ Spring
 ☐ Summer
 ☐ Fall

Size of ad:

<input type="checkbox"/> Full page	
<input type="checkbox"/> Half page WITH bleed, VERTICAL	<input type="checkbox"/> Half page WITH bleed, HORIZONTAL
<input type="checkbox"/> Half page NO bleed, VERTICAL	<input type="checkbox"/> Half page NO bleed, HORIZONTAL
<input type="checkbox"/> Quarter page	<input type="checkbox"/> Eighth page
<input type="checkbox"/> Third page	<input type="checkbox"/> Sixth page

Send this contract to:

Editor, *Civic News*

729 Carroll St.

Brooklyn, NY 11215

or e-mail this contract, completed, to **civicnews@parkslopeciviccouncil.org**

Please contact the *Civic News* editor for ad-material deadlines and other questions.

Founded in 1896, the Park Slope Civic Council is one of the oldest civic associations in Brooklyn. The Civic Council's mission is to enrich, support, protect, and advocate for Park Slope's thriving population and its essential neighborhood character. We encourage community building and development through a series of fun, educational, and beautification events such as the well-known Children's Halloween Parade, the Clean Streets campaign, efforts to transform Grand Army Plaza and the Fourth Avenue corridor, and the annual Holiday Toy Drive. The popular annual House Tour generates thousands of dollars to facilitate our sponsorship of valuable non-profit institutions and projects. For more information visit our website at www.parkslopeciviccouncil.org.

The Park Slope Civic Council is a 501(c)(3) tax-exempt organization