

SPRING SHADOWS CIVIC ASSOCIATION NEWSCASTER ADVERTISING POLICY

The Newscaster is a digital, every other month publication of the Spring Shadows Civic Association, with editions published on the first day of February, April, June, August, October, and December of each year.

The Newscaster makes advertising space available to local businesses, local organizations, and other entities wishing to reach the residents of the 1,900 + homes in the Spring Shadows Subdivision. Space is available for advertisements for local service providers such as home, professional, personal care, and pet services, food and beverage establishments, retail, entertainment, and health and education related activities.

COST:

The cost for individual, single unit, advertising blocks (3.25" x 2.00" = standard business card/small ad format) is \$50.00 per issue. For businesses desiring larger size ads, simply add as many single blocks as desired. To view the size of ads placed and the way ads may appear for single, two and three column pages please view the [linked example pages](#).

SUBMISSION REQUIREMENTS:

Advertisements must be submitted to the Association in a digital format--preferably high resolution BMP, vector, or PNG. If using PNG, please use a transparent background when small fonts are used, as in many business card sized ads). For adequate web/screen viewing standards (standard of 96 Pixels Per Inch -PPI), multiply the inches width and inches length dimensions by 96. **Example = (3.25"W x 96) by (2"L x 96) = 312 x 192 pixels**

with payment in advance to Spring Shadows Civic Association for the following deadlines per issue:

January 5 for the February Newscaster

March 5 for the April Newscaster

May 5 for the June Newscaster

July 5 for the August Newscaster

September 5 for the October Newscaster

November 5 for the December Newscaster.

CONTACT INFORMATION:

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The Association reserves the right to refuse advertising if, in its sole discretion, the Association determines that an advertisement is not in the best interest of the residents of Spring Shadows. Advertisers must comply with any applicable laws or regulations regarding their advertisements. The Association is not liable for the content of any advertisement and does not endorse nor assume any responsibility or liability for an advertiser's product or service or the use of same.