

ADVERTISING POLICY FOR THE NEWSCASTER (THE SPRING SHADOWS CIVIC ASSOCIATION NEWSLETTER)

The Newscaster is a bi-monthly publication of the Spring Shadows Civic Association, Inc. presenting information about the subdivision and the neighborhood to the residents of the Spring Shadows Subdivision. Spring Shadows has 1,966 homes comprising the membership of the Association. The Newscaster is published in February, April, June, August, October, and December of each year.

Beginning January 1, 2018, the Newscaster will make available approximately 40 advertising spaces for local businesses to advertise their goods and services to residents and homeowners. Each advertising space will be the same size, 1/8th page (approximately business card size, each measuring 3.5" x 2" (including border or background)).

An advertisement may be purchased and placed issue-by-issue, or six issues may be purchased in January, at a cost of \$50.00 per issue. All advertisements will be placed in the Newscaster on a space available basis, in the order received. Advertisements must be submitted to the Association's office in a camera-ready format, and must be paid for in advance. Advertisements, together with payment, must be received in the Association's office by the following deadlines:

1. December 1st for the following year's February Newscaster
2. February 1st for the April Newscaster
3. April 1st for the June Newscaster
4. June 1st for the August Newscaster
5. August 1st for the October Newscaster
6. October 1st for the December Newscaster

Advertising rates for the next calendar year are determined by the Association each October.

The Association reserves the right to refuse advertising if, in its sole discretion, the Association finds that the advertisement is not in the best interest of the residents. 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.

Spring Shadows Teens ages 13 years to 18 years, who offer a service to Spring Shadows residents, may be listed in an Association advertisement at no cost. Teens interested in offering a service should contact the Association's office.