



WEST AUSTIN NEIGHBORHOOD GROUP

The West Austin Neighborhood Group is a non-profit organization of neighborhood residents with the shared goal of preserving the character of West Austin. WANG is concerned with community development, ecology, safety, and many other matters that indirectly and directly affect the quality and character of our neighborhood and the City of Austin.

WANG publishes two print newsletters and 8 to 10 e-newsletters which are emailed to paid members as well as anyone who is interested in neighborhood issues and requests it. The print newsletters are published in April/May and again in September/October (prior to the WANG Annual Meeting), both of which are circulated to the nearly 5200 residences in Tarrytown and Deep Eddy. All proceeds support the mission of the organization.

Guidelines:

- Payment and ad copy **MUST** be received by 10 days prior to publication date.

- Proofs must be signed and returned in a timely manner to avoid errors.

Ad Specifications:

All ads must be submitted in camera ready format. Size specifications are found below.

Ad	Size (W x H)
Full Page	7.5 x 9.75
1/2 Page	7.5 x 5 or 3.75 x 9.75
1/4 Page	3.75 x 5 or 7.5 x 2.5
1/8 Page	3.75 x 2

Print-Ready ads are ads that can be placed directly into the newsletter publication for printing without modification. Our preferred file format for receiving print-ready ads are PDF files. Using PDF files avoids common font problems that can occur with other document formats such as Word. If your software does not support creating PDF files, we also accept EPS files with embedded fonts or fonts that have been created to outlines.

We accept ads from any vector-based program in PDF or EPS format. The following lists several popular vector-based programs:

- Adobe Illustrator
- Adobe PageMaker
- Adobe InDesign
- Corel Draw
- Macromedia Freehand
- Microsoft Publisher
- QuarkXPress

If you are not able to provide your ad in PDF or EPS format as per the above specs, we are able to work with you on raster-based images such as JPG, PNG, GIF, or TIFF using “paint” type Programs such as Adobe Photoshop, Microsoft Paint, or GIMP. These files must be at least 600DPI in order to print clearly. We must receive and approve any files prior to the deadline.

Advertising Rates:

<i>Newsletter</i>	<i>Circulation</i>	<i>Insert</i>	<i>Full</i>	<i>Half</i>	<i>Quarter</i>	<i>Eight</i>
<i>Bi-annual Print</i>	5200	\$1500*	\$500	\$275	\$150	\$85
<i>E-newsletter</i>	800		\$150**			
<i>Email</i>						

*Insert Price is for a full 8.5x11 double-sided black and white insert

**E-newsletter ads are one “size” in-line, and full screen when clicked.

Discounts:

For requests of more than one ad over several months, we offer the following discounts:

- 3 ads – 10% discount off all ads
- 6 ads – 15% discount of all ads
- 12 ads – 20% discount of all ads

To receive the discount, we must receive full payment for all ads prior to the first run of the ad.

Special Requests:

We are able to accommodate special sizes or color inserts and full-page or center spread color ads on a case-by-case basis. Please contact us at advertising@westaustinng.com for more information and pricing options.

Questions and Contact:

For any questions or for more information, please contact us at advertising@westaustinng.com