



HERITAGE HUNT HOMEOWNERS ASSOCIATION

Dear Prospective Advertiser:

We appreciate your interest in advertising in Heritage Hunt's monthly newsletter, *The Heritage Horn*. The 8½-inch by 11-inch saddle-stitched document is mailed each month to 1,863 homes in the community, supporting vendors and absentee owners, creating a distribution of 2,200. In addition, each issue is posted on the community website for all to enjoy.

The Heritage Horn has two types of advertising available: classified ads and display ads. All ads are printed in black and white and follow a two-column format. Classified ads carry a \$10 minimum for up to 20 words and 45 cents per additional word thereafter. Business names, phone numbers, and e-mail addresses each count as one word. Classified ads are organized alphabetically by the first few words of the ad. Currently we offer eighth (business card size), quarter, half and full-page display ad options with ad rates listed below.

The publication ranges in size from 60-68 pages based on submitted community content and holds a 60/40 percent content to ad ratio. Space for new display ads are filled on a first-come, first-served basis and typically placed in the back of the publication and work their way forward as other ads end. The front and back covers are not available for ads and specific page placement cannot be promised. A discount is available for display ads that are prepaid for six issues or more, with no discount for classified ads. For placing a display ad, a copy of the issue in which you advertise will be mailed to the supplied address. Display ad specifications and rates are as follows:

<u>Size</u>	<u>Dimensions</u>	<u>Rate per Issue</u>	<u>Six-issue Rate</u>
Eighth page	3½" wide x 2¼" high	\$70.00	\$378.00
Quarter-page	3½" wide x 4½" high	\$130.00	\$702.00
Half-page	3½" wide x 9½" high or 7½" wide x 4½" high	\$242.00	\$1300.00
Full page	7½" wide x 9½" high	\$484.00	\$2610.00

The deadline to receive payment and submit your ad request(s) is the (10th) tenth of the prior month in which you wish to advertise. For example, to have your ad to be considered in the August issue you would need to have your ad and payment in by July 10th. When ready to submit, we ask that your camera-ready ad (PDF, or 300 dpi resolution in JPG, or TIFF format) be sent by e-mail to TheHorn@HeritageHunt.net. Upon confirmation of space availability, payment is due in the form of a check or money order payable to "Heritage Hunt HOA" and mailed to:

Heritage Hunt Homeowners' Association

Attn: Janette Nash

6901 Arthur Hills Drive

Gainesville, VA 20155

For additional questions, please feel free to contact me at (703) 743-5475 or TheHorn@HeritageHunt.net. We look forward to partnering with you to promote your business in our award winning community. In the meantime check out some of our previous issues by visiting <https://www.heritagehunt.net/community-publication>

Kind regards,

Janette Nash

Lifestyle Director and *The Heritage Horn* Editor and Publisher

Community Association Management Professionals (CAMP), Agent for Heritage Hunt Homeowners' Association, Inc.