

ADVERTISING CONTRACT

Prince William County, VA



Lake Ridge TODAY

Lake Ridge, Virginia

AD DIMENSIONS 2024/2025

Classifieds: text only up to 50 words
1/8 Page: (3 1/2 X 2) - Business card
1/4 Page: (3 3/4 X 4 3/4) Horizontal or Vertical
1/2 Page: (3 3/4 w X 10 h) or (8 w X 4 3/4 h)
Full Page: (8 w x 10 h)
Outside Back Cover: (8 w x 9 h) - to allow for indicia if bleeding final trim (8 1/2 w x 9 h)

Sizes/Dimensions:
All ads can be formatted vertical or horizontal with exception of outside and inside covers which must be horizontal.
All measurements are in inches.

All Issues are the **only** Official Publication of the Homeowner Association and contain the information residents **Need to Read and Use for Reference.** They are delivered about three weeks after the deadline to ALL residents in the community. Each issue is published in full color throughout, on 80# gloss text.

Distribution:
The Lake Ridge Today is mailed to over **7,200 homes** and all issues are also posted on the community website via a digital copy and distributed by the HOA.

RATES

Classifieds - Up to 50 words	\$ 55-
1/8 Page (business card size)	\$ 175-
1/4 Page	\$ 350-
1/2 Page	\$ 550-
Full Page	\$ 990-
<u>Inside Back Cover</u>	
Half Page	\$ 650-
Full Page	\$ 1,050-
<u>Inside Front or Outside Back Cover</u>	
Half Page	\$ 800-
Full Page	\$ 1,200-

BI-MONTHLY DEADLINES	
ISSUE	DEADLINE
September/October	August 1
November/December	October 1
January/February	December 1
March/April	February 1
May/June	April 1
July/August	June 1

Name of Business _____ Date _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

Person Responsible for Placement & Payment _____

IF PAYING BY CREDIT CARD - PLEASE PRINT CLEARLY

Name on Card _____ Exp Date _____

Card # _____ Card Security Code (CSC) _____

Zip code _____ Signature _____



This contract does NOT guarantee space. We need the following by the deadlines above:

- CONTRACT
- PAYMENT (check or credit card or request a payment link sent via email)
- ARTWORK (or material so we can create the ad for you - no charge). Please supply art in a PDF for prepress, 300dpi cymk.

* Once approved by the client, the publisher is no longer responsible for the content.*

Ad to run in which Issue(s)
(Check the box for each desired issues)

- January/February
- March/April
- May/June
- July/August
- September/October
- November/December

Ad Size: _____

Number of Issues (Total): _____

Price Per Ad: _____

Less Discount:

- 10% resident
- 15% **prepay** full year for one publication
- 20% **prepay** full year for all 3+ communities

(Please note discounts can **not** be combined)

TOTAL DUE: \$ _____

Please make checks payable to Imagery or supply credit card info on the left and mail or email Imagery.

NOTE NEW MAILING ADDRESS & CONTACT INFORMATION

IMAGERY - 529 Edmonton Terrace NE - Leesburg, VA 20176

ImageryAds@aol.com ~ TEL: 703.723.3400

www.ImageryPrintVA.com

You can also download or fill out a contract from our website.

ADVERTISING POLICY

Lake Ridge Today is supported by paid advertising. We welcome resident and non-resident advertisers. Residents can take a 10% discount for ads in the issue. All advertisers who pay in full, in advance, for yearly contracts can take a 15% discount. Each issue is governed by Lake Ridge Community Association, so discounts cannot be negotiated. Ad requests will be accepted on a first-come, first-served basis. The publisher reserves the right to decline any advertisement for any reason.