

PVDA Newsletter Display Advertising Rate Chart 2011

(Discounts included in rate chart)

	1 month	2 months	3 months (10% off)	6 months (20% off)
1/8 page ad	\$40	\$80	\$108	\$192
1/4 page ad	\$60	\$120	\$162	\$288
1/2 page ad	\$85	\$170	\$229.50	\$408
Full page ad	\$135	\$270	\$364.50	\$648

Ad Size Measurements

1/8 page=3.5" wide x 2" high

1/4 page=3.5" wide x 4.75" high

1/2 page=7.5" wide x 4.75" high

Full page=7.5" wide x 9.5" high

Discount Rates*

3-5 issues=10% off

6-11 issues=20% off

1 year= 25% off

* Ad payment for multiple months must be paid in full at time of first placement to receive discount rate.

Deadline/Payment:

Ad copy and payment deadline is the **10th** of the month for the following month's newsletter.

For example, April 2010 issue deadline is March 10, 2010.

Send display ad copy electronically to newsletter@pvda.org.

Send check, **payable to PVDA**, to Michele Stinson, PVDA Newsletter Editor, 3409 Farragut Ave. Kensington, MD 20895 by deadline. Display ads also may be paid online by credit card. Contact newsletter@pvda.org for more information.

For more information about display advertising contact: newsletter@pvda.org