



News from Bernardo Heights

NEWSLETTER ADVERTISING CONTRACT

Community Association of Bernardo Heights • 16150 Bernardo Heights Parkway • San Diego, CA 92128
Phone (858) 451-3580 • FAX (858) 451-6509 • www.bernardoheights.org • bernardo.heights@associa.us

News from Bernardo Heights, the newsletter for the Community Association of Bernardo Heights (CABH), reaches approximately 3,000 homes and businesses monthly (4 issues per year). Family-oriented advertising will be accepted from residential and commercial owners or their tenants who are in good standing with the CABH, and from non- owners. All ads are accepted on a first-come, first-served basis as space permits.

Material not acceptable for advertisement includes, but is not limited to: political, social, religious, or policy activist advertising; policy critiques; material deemed divisive, illegal, or immoral. The editor and Board of Directors reserve the right to refuse or suspend advertising that is deemed incompatible with an image of high quality and integrity. If the CABH refuses an ad, payment will be refunded in a timely manner.

All artwork and copy for your ad must be received by our office at natalie.barrantes@associa.us no later than 4:00 p.m. on the first Friday of the month. The CABH cannot guarantee specific placement or quality of any ad within its publication. Changes to ads may be made quarterly without charge; however, changes cannot be made after printing has been started.

2019 Advertising Rates:

Quarters are: February-April (1 issue), May-July (1 issue), August-October (1 issue), and November-December (1 issue). A year is a total of 4 issues. The November-December issue is the preceding fiscal year budget mail out. All issues are to be delivered by the end of the second week of the month.

Advertising rates may change at the end of any contracted period, as determined by the CABH Board of Directors. Repeat ads must be paid for before the submission deadline for the new advertising period. It is the responsibility of the advertiser to renew ads in a timely manner. Payment is due in full at the beginning of each contract period.

Rates for Advertising	
Ad Size	Quarterly
1/4 page printed AND Electronic Display in the Clubhouse	\$90.00
1/2 page printed AND Electronic Display in the Clubhouse	\$150.00

In addition to your newsletter page advertisement, CABH will post your larger advertisement on the Electronic Display at the Community Center.



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INSERTION REQUEST

Fill in this form on your computer, then save to your computer, attach, and return by email to bernardo.heights@associa.us. If you prefer to print **and sign** a hard copy, it may be returned by FAX or USPS (see bottom of page for information).

Business Name _____

Contact Name _____ Title _____

Company Type _____

Mailing/Billing Address _____

City _____ State _____ Zip _____

Daytime Phone _____ FAX _____

E-mail _____

Is the owner of this business a Bernardo Heights resident or property owner? Yes No

Owner's Bernardo Heights Address (if applicable) _____

Ad Size (Circle One): 1/4 Page 1/2 Page

Ad Period: _____ Amount for: 1/4 Page 1/2 Page

***Pay for full year and get a 20% discount! ***

<u>Full Year (4 issues)</u> _____	\$288.00	\$480.00
<u>Quarter 1 (1 issue – February, March, April)</u> _____	\$90.00	\$150.00
<u>Quarter 2 (1 issue – May, June, July)</u> _____	\$90.00	\$150.00
<u>Quarter 3 (1 issue – August, September, October)</u> _____	\$90.00	\$150.00
<u>Quarter 4 (1 issue- November-December)</u> _____	\$90.00	\$150.00

Total Amount Due: \$_____ \$_____

Receipt Number: _____

Checks must be payable to “CABH.”

Payment must be received in advance in order to place the ad in the newsletter.

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Procedure for Placing Your Ad in Bernardo Heights' *News from Bernardo Heights*

Thank you for choosing *News from Bernardo Heights* for your advertising!
Please use this checklist to make sure your ad is right the first time!

1. Sign and return the attached contract, along with appropriate payment for the advertising period you have selected. We accept cash and checks only.
2. Create your ad in either color or black & white** digital format (jpg, pdf, tif, eps) using the following dimensions for your selected ad size. Resolution should be above 720 x 480 for a sharper image:

Half-page Horizontal, 7.5" x 4.875"

Vertical, 3.625" x 10"

Quarter-page 3.625" x 4.875"

**The newsletter is printed in color. If you choose to send a color ad, it will appear in color on our electronic marquee displayed at the Community Center.

3. E-mail your camera-ready ad directly to the Senior Administrative Assistant at bernardo.heights@associa.us no later than the second Friday of the month.

For further questions about placing an ad, please contact the Marketing Coordinator,
(858) 451-3580 | bernardo.heights@associa.us