

ADVERTISING DEADLINES 2023

Display and classified advertisement deadlines are Tuesdays by 3 p.m.

| Deadline | Edition Date |
|-----------------|---------------------|
| Dec. 27 | Jan. 6 |
| Jan. 10..... | Jan. 20 |
| Jan. 24..... | Feb. 3 |
| Feb. 7 | Feb. 17 |
| Feb. 21..... | March 3 |
| March 7 | March 17 |
| March 28..... | April 7 |
| April 11..... | April 21 |
| April 25..... | May 5 |
| May 9 | May 19 |
| May 23..... | June 2 |
| June 6 | June 16 |
| June 27..... | July 7 |
| July 11..... | July 21 |
| July 25..... | Aug. 4 |
| Aug. 8..... | Aug. 18 |
| Aug. 22..... | Sept. 1 |
| Sept. 5..... | Sept. 15 |
| Sept. 26 | Oct. 6 |
| Oct. 10 | Oct. 20 |
| Oct. 24..... | Nov. 3 |
| Nov. 7 | Nov. 17 |
| Nov. 21..... | Dec. 1 |
| Dec. 5..... | Dec. 15 |
| Dec. 19* | Jan. 5, 2024 |

* Early Deadline

Leisure World News

OF MARYLAND

ADVERTISING INFORMATION

Leisure World News is published on the first and third Friday of each month and reaches more than 8,000 residents.

The newspaper is published for the benefit of Leisure World residents. Its mission is to provide news and information about community governance and other relevant issues, events and activities, and clubs and organizations, and to provide residents a forum for their opinions.



For advertising policies and rates, turn page over.



FOR MORE INFORMATION:
 call (301) 598-1310 or email lwnewsads@lwmc.com
 Office hours: Monday-Friday, 9 a.m.-5 p.m.
 Public website: leisureworldmaryland.com
 Resident website: residents.lwmc.com

HOW TO PLACE AN ADVERTISEMENT

ADVERTISING ACCEPTANCE POLICY

Leisure World News reserves the right to reject or discontinue any advertisement believed not to be in the best interest of Leisure World. We shall accept advertising on the same basis as other reputable publications. We will not accept any type of negative or attack advertising.

Paid Advertisement: For paid display ads that express opinions or could be mistaken for editorial text, the words "Paid Advertisement" in prominent type will appear at the top of the advertisement.

Competitor ads: We cannot guarantee that you will not be placed on the same page as a similar business segment.

Contract: Advertisers must sign and return Leisure World's advertising contract before an ad may be accepted.

Payment: All ads must be prepaid prior to the advertising deadline. We accept VISA, Mastercard or Discover (for amounts over \$10), check or money order payable to Leisure World News, and electronic funds transfer. Payments by credit card may be made by phoning us at (301) 598-1310.

Bulk discounts: Ads that run a minimum of six times within a year and are paid in advance will be offered a special discount of 10 percent, or 20 percent for nonprofit organizations. Content of the ad may change; however, size may not change. Display ads do not have to run consecutively, but they must be no less frequent than six ads in 12 months. If you do not want ads to run consecutively, please provide the run dates prior to the deadline.

Nonprofit discounts: Advertisers designated as tax-exempt organizations by the IRS are given a discount of 15 percent, or 20 percent for bulk ads; see above.

Deadlines: For both display and classified advertising, deadlines are on Tuesdays the week before publication. See full schedule of advertising deadlines on the back of this page.

Additional details are available within the Leisure World News advertising contract.

Submission: Please email your advertisement to lwnewsads@lwmc.com

DISPLAY ADVERTISING

Ad Preparation: All ads must be made with 100% black, no rich blacks. If color, ads must be CMYK with Black at 100%. Ink density should be 240 maximum. Do not include crop or bleed marks. All ads must have a border.

Ad Submission: We accept the following digital formats:

- **Adobe PDF.** All fonts embedded. 100% Black or CMYK process with black 100%. High Resolution/press quality optimized.
- **Adobe Photoshop.** Saved as psd file. 300 dpi/CMYK or grayscale. Any image saved as a halftone should be 300 dpi and the input level changed to 240 (default in Photoshop is 255). Please check your darkest areas using the navigator/information levels in Photoshop. This will prevent the ink on the presses from

spreading too much. No spot colors. All blacks must be 100% black.

Unacceptable Formats: Ads are not accepted in Microsoft Word or Publisher. Scanned advertising is also not accepted.

Ad Production: Unable to prepare your own ad? Recommendations for design services can be provided. Please call or email for information, as noted below.

DISPLAY ADVERTISING RATES

| Size | Width & Height (Inches) | B/W | Color |
|----------------|-------------------------|-------|-------|
| 1/16 Vertical | 2.25W x 3.25H | \$40 | \$50 |
| 1/8 Horizontal | 4.6875W x 3.25H | \$130 | \$140 |
| 1/8 Vertical | 2.25W x 6.625H | \$130 | \$140 |
| 1/6 Horizontal | 6.25W x 3.8125H | \$160 | \$170 |
| 1/6 Square | 4.6875W x 4.625H | \$160 | \$170 |
| 1/6 Vertical | 3.05625W x 7.625H | \$160 | \$170 |
| 1/4 Vertical | 4.6875W x 6.625H | \$195 | \$210 |
| 1/4 Horizontal | 7.125W x 3.8125H | \$195 | \$210 |
| 1/3 Vertical | 6.25W x 7.625H | \$270 | \$300 |
| 1/3 Square | 7.125W x 6.625H | \$270 | \$300 |
| 1/2 Horizontal | 9.5W x 6.625H | \$340 | \$375 |
| 1/2 Vertical | 4.6875W x 13.25H | \$340 | \$375 |
| Full Page | 9.5W x 13.25H | \$640 | \$700 |

CLASSIFIED ADVERTISING

Rates are \$10.50 for the first 30 words, 10 cents each additional word. The resident rate is \$7.50 for non-commercial ads. Wording for classified ads must be emailed or submitted in hard copy and may not be submitted by telephone.

QUESTIONS?

Contact the Communications department by phone: (301) 598-1310 or email: lwnewsads@lwmc.com.



**LEISURE
WORLD**
OF MARYLAND