

# ADVERTISING DEADLINES 2021

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

<u>Deadline</u>	<u>Edition Date</u>
Dec. 18*	Jan. 1
Jan. 5	Jan. 15
Jan. 26	Feb. 5
Feb. 9	Feb. 19
Feb. 23	March 5
March 9	March 19
March 23	April 2
April 6	April 16
April 27	May 7
May 11	May 21
May 25	June 4
June 8	June 18
June 22	July 2
July 6	July 16
July 27	Aug. 6
Aug. 10	Aug. 20
Aug. 24	Sept. 3
Sept. 7**	Sept. 17
Sept. 21	Oct. 1
Oct. 5	Oct. 15
Oct. 26	Nov. 5
Nov. 9	Nov. 19
Nov. 23	Dec. 3
Dec. 7	Dec. 17
Dec. 28	Jan. 7, 2022

\* 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](mailto:lwnewsads@lwmc.com)  
 Monday-Friday, 9 a.m.-5 p.m.  
 Public website: [leisureworldmaryland.com](http://leisureworldmaryland.com)  
 Resident website: [residents.lwmc.com](http://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. We shall not knowingly permit a dishonest advertisement to appear in the Leisure World News, but at the same time we will not undertake to guarantee the reliability of our advertisers.

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.

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

**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. Content of the ad may change; however, size may not change. Display ads do not have to run consecutively, but must appear within 12 months. If you do not want ads to run consecutively, please provide the run dates prior to the deadline.

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

**Please email your advertisement to [lwnewsads@lwmc.com](mailto: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:** Digital files only, no film or prints accepted. Submitted files must be compatible with Macintosh OS. **No Windows, Publisher, or scanned documents will be accepted.** We accept the following:

- **Adobe PDF.** All fonts embedded. 100% Black or CMYK process with black 100%. High Resolution/press quality optimized.
- **Preferred: Adobe InDesign CS6 or earlier.** All linked files and fonts.
- **Adobe Illustrator CS6 or earlier.** 300 dpi/CMYK, fonts converted to outlines.
- **Adobe Photoshop CS6 or earlier.** 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 except for non-commercial ads. Copy for classified ads must be emailed or submitted in hard copy and may not be submitted by telephone.

## QUESTIONS?

Contact Kimberly Choi by phone: (301) 598-1310 or email: [lwnewsads@lwmc.com](mailto:lwnewsads@lwmc.com).



**LEISURE  
WORLD**  
OF MARYLAND

Leisure World News | 3700 Rossmoor Blvd. Silver Spring, MD 20906