

ADVERTISING DEADLINES 2019

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

Deadline	Edition Date
Dec. 24*	Jan. 4
Jan. 8	Jan. 18
Jan. 22	Feb. 1
Feb. 5	Feb. 15
Feb. 19	March 1
March 5	March 15
March 26	April 5
April 9	April 19
April 23	May 3
May 7	May 17
May 28	June 7
June 11	June 21
June 25	July 5
July 9	July 19
July 23	Aug. 2
Aug. 6	Aug. 16
Aug. 27	Sept. 6
Sept. 10	Sept. 20
Sept. 24	Oct. 4
Oct. 8	Oct. 18
Oct. 22	Nov. 1
Nov. 5	Nov. 15
Nov. 26	Dec. 6
Dec. 10	Dec. 20
Dec. 24	Jan. 3, 2020

*Early Deadline

Leisure World News

OF MARYLAND

Leisure World News is published on the first and third Friday of each month. The press run is 6,300, reaching 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
 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. 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.

DISPLAY ADVERTISING

NOTE: All camera-ready ads must be reserved at least **TWO WORK DAYS** prior to advertising deadline.

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. 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	B/W	Color
1/16V	2.25W x 3.25H	\$40	\$50
1/8H	4.6875W x 3.25H	\$125	\$135
1/8V	2.25W x 6.625H	\$125	\$135
1/6H	6.25W x 3.8125H	\$155	\$165
1/6SQ	4.6875W x 4.625H	\$155	\$165
1/6V	3.05625W x 7.625H	\$155	\$165
1/4V	4.6875W x 6.625H	\$185	\$200
1/4H	7.125W x 3.8125H	\$185	\$200
1/3V	6.25W x 7.625H	\$270	\$300
1/3SQ	7.125W x 6.625H	\$270	\$300
1/2H	9.5W x 6.625H	\$330	\$365
1/2V	4.6875W x 13.25H	\$330	\$365
Full Page	9.5W x 13.25H	\$625	\$690

CLASSIFIED ADVERTISING

Rates are \$10.50 for the first 30 words, 10 cents each additional word. The resident rate is \$6.50 except for "services" ads. Copy for classified ads must be emailed and may not be submitted by telephone.

QUESTIONS?

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



**LEISURE
WORLD**
OF MARYLAND

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

EDITORIAL DEADLINES 2019

All editorial content is due Mondays by 3 p.m.

Deadline	Edition Date
Dec. 24.....	Jan. 4
Jan. 7.....	Jan. 18
Jan. 21.....	Feb. 1
Feb. 4.....	Feb. 15
Feb. 18.....	March 1
March 4.....	March 15
March 25.....	April 5
April 8.....	April 19
April 22.....	May 3
May 6.....	May 17
May 27.....	June 7
June 10.....	June 21
June 24.....	July 5
July 8.....	July 19
July 22.....	Aug. 2
Aug. 5.....	Aug. 16
Aug. 26.....	Sept. 6
Sept. 9.....	Sept. 20
Sept. 23.....	Oct. 4
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For editorial submission tips and guidelines, turn page over.



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 Monday-Friday, 9 a.m.-5 p.m.
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Dear Leisure World News submitters,

Greetings, and thank you for all you do to share news about your clubs, groups and committees. Residents often tell us how much they enjoy getting their latest edition of Leisure World News, and we know that your enthusiasm is at the heart of putting out a publication full of helpful information for the community.

On this page you'll find some tips for submitting your work to us. We hope they are helpful.

Thank you and know how much we appreciate you. Working with you is our pleasure.

Warm regards,
Maureen, Stacy, Kathleen, Kimberly and Cassandra
Leisure World Communications Department

WRITING

- Submit your piece as an attached Word document
- Georgia font
- Flush left (not centered)
- Normal type (no bold, italics or underlines)
- Top of the page should include:
 - Name, email and phone of person we can contact about the article if necessary (**NOTE:** This will not be published)
 - Club name
 - Proposed headline
 - Byline (name of person who wrote the piece)
 - Date of newspaper edition
- If your article mentions an upcoming event, include the day and date (for example: Monday, July 26).

PHOTOS

- High resolution images. Should be at least 300 x 300 pixels
- Include photo credit (who shot the photo)
- Identify who is in the photo and any other pertinent information

HOW TO CHECK YOUR PHOTO SIZE

Mac Users: Press Control + Mouse Click on your image file and select "Get Info" then "More Info." Next to Dimensions, you will see how many pixels are in your photo.

PC Users: Right Mouse Click on your image file, then select Properties, then Details. Next to Images, you will see how many pixels are in your photo.

IMPORTANT! Avoid images that are:

- taken from other publications
- blurry
- poorly lit
- staged
- "cheese" shots (i.e. "Line up, look at the camera and say 'cheese'")

SUBMITTING

Email your submission to lwnews@lwmc.com

- Attach Word document of the article and/or digital photos (JPG)
- On the email subject line, please enter the:
 - edition date your submission is for
 - your club/group/committee name

EXAMPLE: July 15 – Basket Weaving Club

This will help us quickly find what we need to in our (lwnews@lwmc.com) inbox.

Have an idea for a news or feature story?

Share it with Leisure World News staff by dropping by our office in Clubhouse I.

IMPORTANT: All editorial submissions are subject to editing by LWN staff