

# ADVERTISING DEADLINES 2025

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

<b>Deadline</b>	<b>Edition Date</b>
Dec. 20, 2024*	Jan. 3, 2025
Jan. 7	Jan. 17
Jan. 28	Feb. 7
Feb. 11	Feb. 21
Feb. 25	March 7
March 11	March 21
March 25	April 4
April 8	April 18
April 22	May 2
May 6	May 16
May 27	June 6
June 10	June 20
June 24	July 4**
July 8	July 18
July 22	Aug. 1
Aug. 5	Aug. 15
Aug. 26	Sept. 5
Sept. 9	Sept. 19
Sept. 23	Oct. 3
Oct. 7	Oct. 17
Oct. 28	Nov. 7
Nov. 11	Nov. 21
Nov. 22	Dec. 5
Dec. 9	Dec. 19
Dec. 19*	Jan. 2, 2026

\* Early Deadline

# Leisure World News

OF MARYLAND

## ADVERTISING INFORMATION 2025

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)  
 Office hours: 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.

**“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:** For advertisers paying in advance for six or more runs, we offer bulk discounts: 10% off for six to 11 issues, 15% off for 12 to 23 issues; 20% off for 24 or more issues. Content of the ad may change; however, size may not change. Display ads do not have to run consecutively, but they must run within one year.

**Nonprofit discounts:** Advertisers designated as tax-exempt organizations by the IRS are given a discount of 20 percent, regardless of whether they are purchased in bulk.

**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](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 marks or bleeds*.

**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. We also offer simple in-house design services for \$50.

## DISPLAY ADVERTISING RATES

Size	Width & Height (Inches)	B/W	Color
1/16 Vertical	2.25W x 3.25H	\$55	\$65
1/8 Horizontal	4.6875W x 3.25H	\$145	\$155
1/8 Vertical	2.25W x 6.625H	\$145	\$155
1/6 Horizontal	6.25W x 3.8125H	\$190	\$200
1/6 Square	4.6875W x 4.625H	\$190	\$200
1/6 Vertical	3.05625W x 7.625H	\$190	\$200
1/4 Vertical	4.6875W x 6.625H	\$230	\$250
1/4 Horizontal	7.125W x 3.8125H	\$230	\$250
1/3 Vertical	6.25W x 7.625H	\$320	\$350
1/3 Square	7.125W x 6.625H	\$320	\$350
1/2 Horizontal	9.5W x 6.625H	\$395	\$430
1/2 Vertical	4.6875W x 13.25H	\$395	\$430
Full Page*	9.5W x 13.25H	\$740	\$800

\*For 20% additional charge, the back cover may be guaranteed for a full-page ad.

## CLASSIFIED ADVERTISING

Rates are \$12.50 for the first 30 words, 10 cents each additional word. The resident rate is \$10 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](mailto:lwnewsads@lwmc.com).



**LEISURE  
WORLD**  
OF MARYLAND