

# Media Kit

## 2025



A sponsored outdoor concert

Reach our community of more than 8,000 people aged 55 and over



**LEISURE WORLD**  
OF MARYLAND

- Newspaper: advertisements and inserts
- Organized events: sponsorships
- Community reference publications: advertisements
- E-newsletter: advertisements

### Leisure World News

OF MARYLAND

November 15, 2024 • Published Twice a Month • residents.lwmc.com • leisureworldmaryland.com

#### Golf's Got Game

*With course renovation complete, it's the perfect time to join*

By Stacy Smith, Leisure World News

An unseasonably warm November that could extend into winter is providing golfers an opportunity to continue playing and non-golfers to pick up a club for the very first time and try their hand at the sport.

The course is open all year long to residents and their guests, but don't 'putter' around when it comes to signing up for a 2025 golf membership!

Current and prospective golfers may renew or purchase an annual golf membership for the calendar year that runs from Wednesday, Jan. 1, 2025, through Wednesday, Dec. 31, 2025. Payments are not prorated.

Any person who pays the annual greens fee automatically becomes a member of the Golf Club, which entitles him or her to join one of the golf leagues (nine-hole and 18-hole women's leagues and a men's league). The Club also hosts Maryland Interclub

Senior Golf Association events (known as "MISGA").

And current residents, who've never joined the Golf Club may join for a three-month trial period; they may later opt to use the payment toward a full membership.

Residents can pay for their card, check or cash at the Golf Pro Shop. The Pro Shop is open Monday through Friday, 9 a.m.-5 p.m. or is available by phone at (301-598-1570).

#### Construction of New Parking Is Underway

By Leisure World News

Lighting installation has begun at the soon-to-come parking lot adjacent to Clubhouse I, along with new curbs, gutters and sidewalks that are expected to be completed (weather permitting) by Thanksgiving, Thursday, Nov. 28, according to senior project manager Tom Soyler.

Paving of this new upper parking lot is expected to occur during the first week of December and will likely open shortly thereafter.

Additionally, repaving of the section of the Administration Building parking lot closest to Leisure World Boulevard is expected to be complete by the evening of Friday, Nov. 15.

Once repaving and parking stall striping is finished, this parking lot is expected to fully

reopen on Saturday, Nov. 16. Full access to the circular drive between the Administration Building and Clubhouse I is also expected to resume.

Residents are reminded to drive slowly and cautiously when entering, driving through, and exiting the parking lot and to continue following directions provided by signage and traffic personnel.

Shuttle bus service continues to run between the entrances of the Administration Building and Clubhouse I daily from 10 a.m.-8 p.m.

challenges, speed of greens and deep 'Better Billy Bonkers,' says Rosenthal.

The two-year renovation was completed by top golf build builders are designed by Joel Weiman and feature pristine white Augusta sand that glistens in the sunlight. And repaving

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Twice-monthly Leisure World News

To inquire, call 240-560-5291 or email LWNewsAds@LWMC.com

# About Leisure World

Leisure World of Maryland is an active — and in fact very lively — gated senior living community in Montgomery County with over 8,000 residents. Leisure World values governance by stakeholders, and community decisions are made by resident-led committees.

Recent master planning research found Leisure World has more recreational amenities than any other local senior community.

Leisure World opened in 1966. We are not affiliated with other Leisure World communities, but share a developer.

## Where we are

We are located on Georgia Avenue, a busy street connecting rural and suburban Montgomery County with Washington, D.C.

Our address is:

3701 Rossmoor Blvd  
Silver Spring, MD 20906

## On the Web

Public website: [LeisureWorldMaryland.com](http://LeisureWorldMaryland.com)

Facebook/Instagram: [LeisureWorldMaryland](https://www.facebook.com/LeisureWorldMaryland)

## Opportunities to spread your word to 8,000 residents, approximately 220 staff members, and friends and family of Leisure World

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# Resident clubs, groups and organizations

## ART, CRAFTS & HOBBIES

- Amateur Radio Club
- American Needlepoint Guild
- Camera Club
- Ceramics Club
- Community Gardens
- Garden and Environmental Club
- Gem, Lapidary and Mineral Society
- Knitting Corner
- Model Railroad Club
- Needle Crafters
- Quilting Group
- Paw and Order Pet Club
- Purple Martin and Bird Club
- Rossmoor Art Guild
- Sew for Kids Workshop
- Stamp and Coin Club
- Technology Resource Center
- Wood Shop Users Group

## MUSIC, DANCE & PERFORMANCE

- Arts in Motion (AIM)
- Ballroom Dance Club
- Chinese Folk Song Singing Group
- Comedy and Humor Club
- English Country Dance Club
- Fun and Fancy Theatre Group
- Leisure World Chorale
- Musicians of Leisure World
  - Rossmoor Chamber Orchestra
  - Musical Jammers
- Sock Hop Group

## VOLUNTEER & CHARITY

- Club to Help the Homeless and Working Poor
- Foundation of Leisure World
- Kiwanis Club of Leisure World
- Lions Club
- Rossmoor Women's Club
- Rotary Club of Leisure World

- Scholarship Foundation of Leisure World, Inc

## IDENTITIES, CULTURES & BELIEFS

- Baby Boomer Club
- Chinese Club
- Diversity Relations Club
- Ethiopians, Eritreans and Friends Club
- French Club
- Friends of India Association
- Hadassah
- Hispanos de Leisure World
- Inter-Faith Missions Committee
- Italian Social and Cultural Club
- Jewish Residents of Leisure World
- Korean Fellowship Club
- Leisure World Association for African American Culture (LWAAAC)
- LW LGBTQ Alliance
- New Yorkers & Friends
- PFLAG
- Unitarian Universalists
- Vedanta Study Circle
- Vegetarian Society of Leisure World
- Women's Fun Bunch (widows only)

## LITERARY & ACADEMIC

- Book Club Network
- Center for Lifelong Learning (CLL)
- Edmonson Historical Society
- Fireside Forum
- Rossmoor Library Guild
- Short Story Group
- Writers of Leisure World

## POLITICS & ISSUES

- Democratic Club

- Groups.io Listserv
- League of Women Voters
- Progressives Club
- Republican Club

## HEALTH

- Alzheimer's Caregivers Support Group
- Bereavement Support Group
- Blood Pressure Testing
- Cannabis 101 Club
- Compassion and Choices of Leisure World
- Friends in Sickness and Health (FISH)
- Lions' Vision Support Group
- Memory Café
- Living Better with Parkinson's Support Group

## SPORTS & FITNESS

- Fitness Club
- Golf Club
- Lawn Bowls Club
- Mind-Body Exercise Club
- Pickleball Club
- Ping-Pong Club
- Volleyball Club
- Tennis Club

## GAMES

- Bid Whist
- Billiards
- Bridge (Duplicate, Ladies', Men's)
- Chess Club
- Cribbage
- Croquet
- Mah Jongg
- Pinochle
- Poker
- Scrabblers of LW
- Trivia Group

• List current as of Nov. 2024

# Amenities and services

## Amenities

- Two clubhouses accommodating Leisure World organization meetings and event rentals
- Library
- Audubon-certified golf course
- Garden plots
- Fitness center
- Restaurants
- Outdoor and indoor swimming pools
- Walking paths
- TV channels
- FISH (Medical equipment lending)



*Golf course*



*Fitness center*

## Services

- Home repairs and renovations
- Security guards
- Shuttle buses within community and to nearby Olney and Aspen Hill
- Medical center
- Post office
- Internet and cable TV included for homes
- Credit union
- Chapel
- On-site real estate agents
- On-site vacation travel provider



*Shuttle bus*



*Medical center*

# Leisure World News and its readers

Leisure World News 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 to provide residents a forum for their opinions and an opportunity to contribute articles of general interest.

Leisure World News is published the first and third Fridays of each month (24 issues annually) and is read and enjoyed by our more than 8,000 residents and 220 employees.

We are extremely grateful for the incredible support from our local businesses and individuals for their display and classified advertising, which is a testament to the effectiveness and productivity of our “one of a kind” community newspaper.

- Total print circulation: 6,300 per issue
- A dedicated network of resident volunteers distributes papers throughout each neighborhood in Leisure World, ensuring that each of the 5,660 residential units receives a copy
- Distribution boxes located the high traffic locations around our community are filled and quickly depleted of copies: the Administration Building, Clubhouses I and II and medical center
- All issues of the newspapers can be read in their entirety online at [LeisureWorldMaryland.com](http://LeisureWorldMaryland.com)



*Newspaper distribution box in Leisure World*

# Twice-Monthly Newspaper Offers Advertising Opportunity

by Leisure World News

The Leisure World News offers residents practical information, news about community governance, resident organization and event news and human-interest stories.

The newspaper is published on the first and third Friday of each month. It is both delivered to residents' homes and available online at Leisure World's internal website, residents.lwmc.com, and public website, leisureworldmaryland.com.

Advertising is the way to convey your message to readers. Editorials are not available.

## Advertising Rates

The rates for display ads appear in the table at right.

In addition, the back cover can be reserved for a full-page ad for 20% additional cost.

For advertisers paying in advance for six or more issues, we offer bulk discounts:

- 6–11 issues: 10%
- 12–23 issues: 15%
- 24 issues: 20%

If you pay for ads in bulk, you may change the content from issue to issue, but the size must remain the same.

When paying for multiple ads, the ads do not need to be in consecutive issues, but they must be no less frequent than 6 ads in 12 months.

Discounts of 20% are available for IRS-recognized tax-exempt organizations. This

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

cannot be combined with a bulk discount.

## Submissions

- Send to LWNewsAds@LWMC.com
- PDF format preferred
- Ink density: 240 maximum
- Digital files only. No scanned or photographed print ads

## Ad Design

Recommendations for design services can be provided.

We offer simple in-house ad design without logo design for \$50.

## Classified Ads

Classifieds are text-only and printed in the classifieds section in the back of the newspaper.

The general rate is \$12.50 for the first 30 words and 10 cents for each additional word.

Non-commercial ads placed by Leisure World residents cost \$10 for the first 30 words and 10 cents for each additional word.

Notices for free events, activity opportunities and volunteer opportunities that are not for profit may be placed for free.

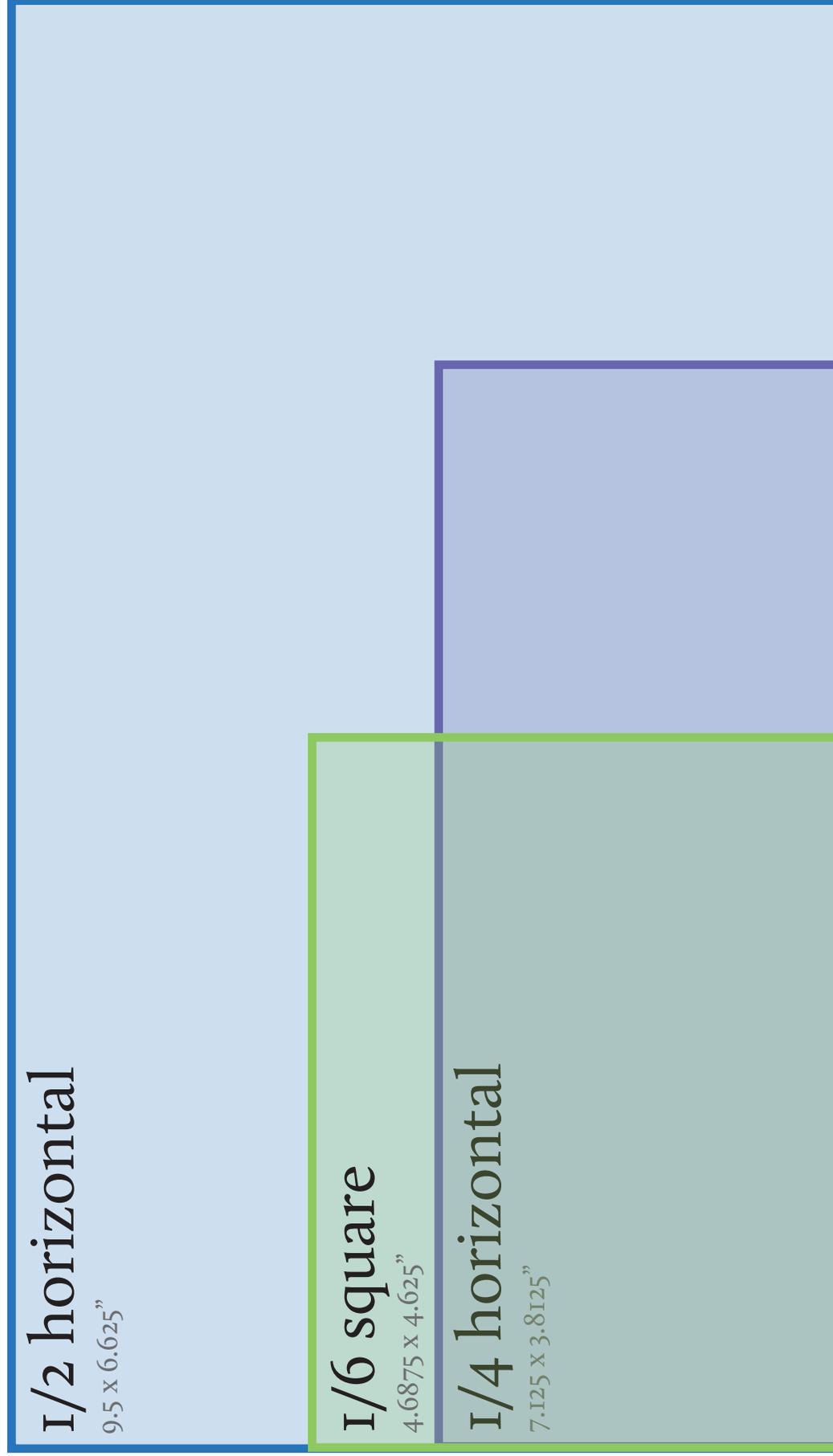
A classifieds submission form is available at [LeisureWorldMaryland.com/news-events/classifieds-submission](http://LeisureWorldMaryland.com/news-events/classifieds-submission).

## Payment

All ads must be prepaid prior to the advertising deadline. We accept VISA, Mastercard or Discover, check or money order payable to Leisure World News, and electronic funds transfer. Payments by credit card may be made by phoning us at (240) 560-5291

# Advertisement sizes — actual size

Not pictured: full page, half-page vertical, and third-page square.



**I/3 vertical**  
6.25 x 7.625"

**I/4 vertical**  
4.6875 x 6.625"

**I/6 vertical**  
3.05625 x 7.625"

**I/8 vertical**  
2.25 x 6.625"

**I/16 vertical**  
2.25 x 3.25"

**I/6 horizontal**  
6.25 x 3.8125"

**I/8 horizontal**  
4.6875 x 3.25"

**I/8 horizontal**

# Newspaper inserts

**Pre-print insert rate: \$375 / full run**  
**Single-sheet or four-page (one-fold) inserts**

All insert printing and delivery costs are paid for by the advertiser. Inserts must be printed in advance and delivered to Frederick News Post, our newspaper press, ready for distribution. Folded inserts must be delivered already folded.

## Size options

Minimum insert size: 8" x 5"  
 Maximum insert size: 10" x 14"

## Paper stock

60 lb. paper stock or lighter. (Not to exceed 60 lb. stock total if folded)

30 lb. newsprint stock is suggested for folded inserts.

Non-glossy paper stock is preferred.

*Please note: Lighter weight stock paper could result in multiple copies being inserted in newspapers by the inserting machine. Glossy stock paper is not recommended, since static can build up and cause copies to stick together.*

## Delivery to Frederick News Post

All inserts must be prepaid to "Leisure World News" at time of reservation.

### Delivery address:

Frederick News Post (FNP)  
 Attn: Receiving  
 351 Ballenger Center Drive  
 Frederick, MD 21703

**Deliveries accepted:** Monday to Friday, 9 a.m. to 3 p.m.

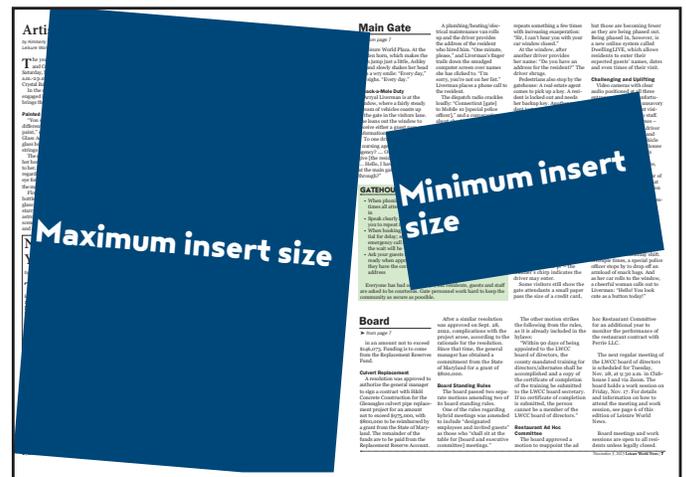
**Printing press phone:** 301-662-1177

### Labeling instructions:

All boxes containing the inserts must be labeled with the following information:

- 1) "Inserts for Leisure World News"
- 2) Quantity and number of boxes  
 Example: 6,300 / Box 1 of 6, Box 2 of 6, etc.
- 3) Name of your business and contact information

*All pre-printed inserts must be delivered at least one week prior to the print date of Leisure World News.*



# Newspaper deadlines 2025

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

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

\* Early Deadline

# Newspaper advertiser testimonials

Within the past thirty days we have received seven new requests for our services. To date our return on investment is a remarkable ten dollars in revenue to each dollar spent in advertising.

– Handyman Connection of Silver Spring

We couldn't be happier with the LW News advertising for our medical practice! The ad communicates our services with clarity and professionalism and has been invaluable in helping us attract new patients and build stronger recognition within the community. The team at LW News has been incredibly responsive and detail-oriented to ensure that the ad always meets our expectations. LW News advertising has made a real difference in the growth of our practice. We highly recommend their services!

– Kavita Goyal, M.D., F.A.A.D.

I have advertised since 2009 in the Leisure World News, when I started my career as a self-employed lawyer. It was and remains my only ad. (There are a few others, but they are really contributions and don't generate business.) The Leisure World News has grown my business from me to me with a staff and a crowd of interesting, challenging and delightful clients.

– Luann Battersby, Attorney

I appreciate the working relationship I've had with the Leisure World Newspaper. It has been flexible when necessary and professional always. Thank you,

– Deborah Younkens, Weichert, Realtors

# Community reference publications

Contact us about upcoming publications. Some examples include:

- Community guide
- Transportation guide
- Walking guide
- Botanical guide to Leisure World landscaping
- Guide to Leisure World's wildlife
- Refrigerator magnet

## Size options for community and transportation guides

### Full page

7.125" x 9.5"

### Quarter page

3.5" x 4.6875"

### Half page

Vertical: 3.5" x 9.5"

Horizontal: 7.125" x 4.6875"

### Eighth page

3.5" x 2.281"

Contact us to inquire about ad sizes in other publications.

## Refrigerator magnets

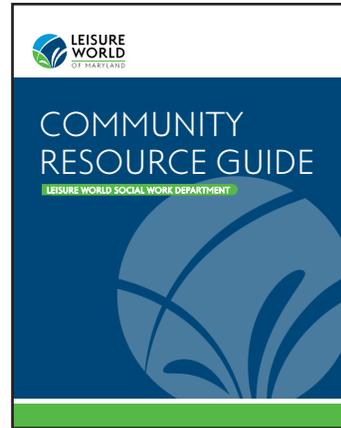
Magnetic cards with useful Leisure World phone numbers are given out to new residents and can be requested from the Communications department. We offer advertisement space above the phone numbers.

# Email newsletter banner ads

Leisure World management sends two email newsletters to the community each week, one containing general practical information for residents, and one focused on upcoming events and entertainment. The email is sent to a list of more than 4,000 recipients.

We are newly offering banner ads on these e-newsletters. The ad would be positioned under the Leisure World heading, as pictured. The entire ad can be made a hyperlink.

The cost is \$110 to advertise in one run of one of the newsletters.



Reference booklet

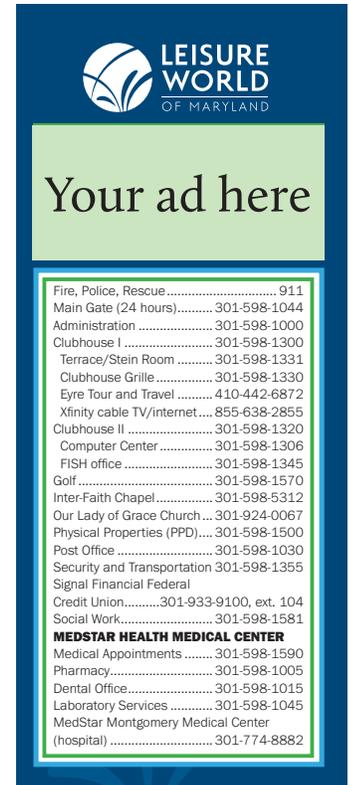
Advertisers sponsor the cost of printing 500 magnets, which are distributed until the supply is finished. We only accept one magnet sponsor at a time.

The cost is \$475.

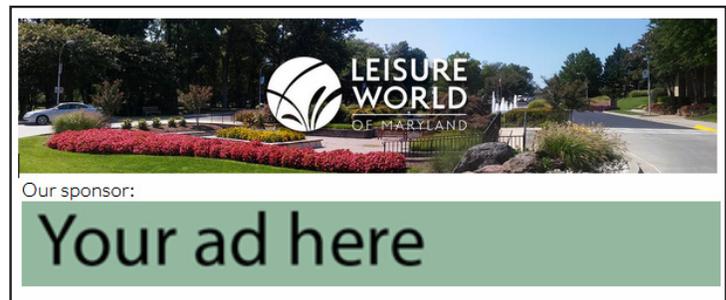
Your ad should be 3.2" x 1.5".

## Submissions

Email submissions to [LWNewsAds@LWMC.com](mailto:LWNewsAds@LWMC.com).



Refrigerator magnet



## Submissions

Your advertisement should be a .png or .jpg, 600 x 80 pixels. Submit your ad to [LWNewsAds@LWMC.com](mailto:LWNewsAds@LWMC.com).

# Entertainment event sponsorships



Easter event

Leisure World's Lifestyle department organizes and coordinates major events and activities throughout the year with support from the Communications team.

Many events are free to the entire Leisure World community, but some events require advance ticket purchases by residents.

Community events offer exclusive sponsorship opportunities. The sponsorship level or cost is determined by the Lifestyle department based on the type of event and where it is being held.

Events planned for 2025 include:

- Assorted performing arts shows
- Black History Month film festival
- Mardi Gras
- Flea market
- Easter egg hunt for kids
- Cinco de Mayo
- Mother's Day tea
- Juneteenth
- Independence Day parade
- Disco Night
- Luau
- Free outdoor concert series
- Oktoberfest
- Fall festival
- Western Night
- Holly Ball



Free outdoor concert series banner



Cardboard fans distributed at a summer outdoor event

Exclusive event sponsorship includes:

- Sponsor logo on all promotional outdoor banners, posters or other signage. An average of 101,174 vehicles enter or reenter the community in one week
- Sponsor logo on Leisure World's TV channels, which promote upcoming events
- Mentions in event publicity articles in Leisure World News and e-newsletters, plus Leisure World News advertisements
- Table and chairs provided to company sponsors' employees during

events to promote their business services, display and hand out promotional materials or items

- Sponsorship announcements, introductions and mentions during the event

## Process

An event sponsor will be given a contract to sign that includes details about the event. Payments are required two weeks prior to the event date and made payable to "Leisure World of Maryland Corporation" by check or credit card.

# Vendor tables and food trucks

## Vendor tables

One way to take advantage of Leisure World's active lifestyle is marketing to residents in person at Clubhouse I, which is open daily from 7 a.m. to 10 p.m.

Businesses may rent a table in the Clubhouse I lobby:

- \$300 for one day
- \$950 for one week (recommended)

The table is a 6-foot by 3-foot wooden table with chairs inside the main lobby of the clubhouse, situated outside the Crystal Ballroom and in front of the library.



Table in Clubhouse I

Contact  
[LWNewsAds@LWMC.com](mailto:LWNewsAds@LWMC.com)

or 240-560-5291. Payment may be made by check, credit card, or electronic transfer to "Leisure World of Maryland Corporation."



Food truck at an outdoor concert

## Food trucks

Food vendors may serve at events; there is no charge for space. They must arrange with the Lifestyle department in advance: 301-598-1320 or [Lifestyle@LWMC.com](mailto:Lifestyle@LWMC.com).

# Space rentals

## For seminars, special events and gatherings



Maryland Room



Chesapeake Room



Lanai

Our Lifestyle department offers rentals of six rooms in Clubhouse I, including the Crystal Ballroom, and the outdoor lanai, which surrounds the Clubhouse I pool.

All rooms include the necessary AV equipment to meet your needs. Room sizes vary and range from 25 to 300 capacity. You may specify

the placement of tables and chairs, so these rooms can accommodate seating arrangements from a lecture with rows of seats to a dinner party.

The cost for a 4-hour rental ranges from \$50 to \$400. Additional hourly rates and setup fees apply.

Food service and catering are available.

Please contact our Lifestyle office for more details and

rental contract: [Lifestyle@LWMC.com](mailto:Lifestyle@LWMC.com) or 301-598-1300.



Crystal Ballroom