



Media Kit 2026

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
- Food trucks and other business opportunities

Leisure World News OF MARYLAND

August 1, 2025 • Published Twice a Month • residents.lwmc.com • leisureworldmaryland.com

Board Authorizes Management to Sign Master Insurance

by Stacy Smith, Leisure World News

The Leisure World Community Corporation (LWCC) board of directors passed a motion at its regular July 29 meeting to authorize management to accept and sign the proposed 2025-2026 master insurance program at an approximate cost of \$3,301,941.

The property and casualty insurance policy renewal, recommended for approval by the Insurance Committee, was presented by USI for the policy term Friday, Aug. 1, 2025, through Friday, July 31, 2026, according to the board meeting's agenda packet.

The board also passed a motion to accept directors and officers (D&O) insurance coverage.

The coverage has a \$75,000 deductible with a \$2,000,000 limit at a total D&O premium of \$20,022, and a \$5,000,000 limit on umbrella coverage at a total umbrella premium of \$275,466.

The program was presented to the LWCC board of directors and recommended by the Insurance Committee, according to the rationale for the resolution.

Expenses and Costs

Five resolutions were streamlined and passed as a consent agenda item. They include:

- \$25,238 for Clubhouse II video security cameras
- \$20,000 for Technology Center furniture
- \$25,635 for street light replacement
- \$96,873 (total)

2. a resolution approving the reallocation of these expenses from the operating budget to the Contingency Reserve fund:

- \$16,500 for stipends associated with the general manager's departure
- \$18,837 for forensic restaurant audit
- \$135,337 (total)

3. a resolution approving the reallocation of these expenses from the operating budget to the Facilities Replacement Reserve fund:

- \$45,620 for the sink hole road replacement at Glen Eagles/Leisure World Boulevard
- \$41,624 for pool chair lift/pump
- \$9,203 for pool furniture at Clubhouse 1
- \$8,800 for spa heater
- \$7,075 for fitness center exercise bike
- \$11,390 for fountain improvements
- \$48,355 for main gate

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A National Champion

Angela Griffin, a retired military nurse who recently served as Leisure World's July 4 parade Grand Marshal, captured the gold in women's doubles pinball at the National Senior Olympics on July 25 in Des Moines, Iowa. Her partner Judy Glazer stands on the right. Photo courtesy Angela Griffin.

New Fleet of Shuttle Buses Expected Soon

by Leisure World News

Three new, gas-powered shuttle buses are soon expected to replace the aging fleet of shuttle buses currently operating in the community, says Jim Rudnick, director of Security and Transportation (S&T).

The coming arrival of new buses and the addition of a new driver are expected to significantly improve operations moving forward, according to Rudnick.

Regular bus riders may have noticed that the current shuttle buses often experience maintenance issues that require the buses to operate on a two-bus Red and Green schedule.

When operating on a two-bus schedule, the Red and Green lines are strategically adjusted to provide full coverage of the Blue line, ensuring no loss or disruption of service. The Blue line has not been taken out of service, Rudnick assures.

Bus repairs, due to their specialized nature, are often more complex and costly than those for standard vehicles.

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Leisure World holds a town hall on its proposed budget for 2026. For details, see page 7.

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Twice-
monthly Leisure World News

To inquire, call 240-560-5291
or email LWNNewsAds@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 a resident-led board of directors and its 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

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

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

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Resident clubs, groups and organizations

Here are some of the hobbies and interests that appeal to our residents!

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
- Paw and Order Pet Club
- Purple Martin and Bird Club
- Quilters Group
- 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 Players
 - Musical Jammers
- Sock Hop Group

VOLUNTEER & CHARITY

- Club Helping Neighbors in Need
- Foundation of Leisure World
- Kiwanis Club of Leisure World
- Lions Club

- Residents Network
- 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
- Filipino-Americans 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
- LW LGBTQ+ Alliance
- New Yorkers & Friends
- PFLAG@LW
- Unitarian Universalists
- Vedanta Study Circle
- Vegetarian Society of Leisure World
- Washingtonians & Friends
- Women's Fun Bunch (widows)

LITERARY & ACADEMIC

- Book Club Network
- Center for Lifelong Learning
- Edmonson Historical Society
- Fireside Forum
- Rossmoor Library

- Short Story Group
- Writers of Leisure World

POLITICS & ISSUES

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

HEALTH-RELATED

- Alzheimer's Caregivers Support Group
- Bereavement Support Group
- Blood Pressure Testing
- Compassion and Choices Group
- Friends in Sickness and Health
- 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
- Tennis Club
- Volleyball Club

GAMES

- Bid Whist
- Billiards
- Bridge
- Chess Club
- Cribbage
- Croquet
- Mah Jongg
- Pinochle
- Poker
- Scrabblers of LW
- Trivia Group

Opportunity: Leisure World News

Leisure World News is published for the benefit of Leisure World residents.

Mission: 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

Publication: First and third Fridays of each month (24 issues annually)

Impact: Read and enjoyed by more than 8,000 residents and 220 employees, plus family, friends and prospective residents of Leisure World

We are grateful for the enthusiastic 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.

Facts and figures

- 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 in 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



Newspaper distribution box in Leisure World

Newspaper advertiser testimonials

My LW ad is great for my Real Estate business! The staff in the advertising department is incredibly helpful to me. They actually keep me on track with deadlines, updates and new offerings. The pricing is right too! I highly recommend advertising in the LW Newspaper.

–Eve Marinik, Samson Properties

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

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

– Deborah Younkers, Weichert, Realtors

Twice-Monthly Newspaper Offers Advertising Opportunity

by Leisure World News

The Leisure World News offers residents practical information, news about community governance, club 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.

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.

1/2 horizontal

9.5 x 6.625"

1/6 square

4.6875 x 4.625"

1/4 horizontal

7.125 x 3.8125"

I/3 vertical
6.25 x 7.625"

I/6 vertical
3.05625 x 7.625"

I/4 vertical
4.6875 x 6.625"

I/8 vertical
2.25 x 6.625"

I/6 horizontal
6.25 x 3.8125"

I/16
vertical
2.25 x 3.25"

I/8 horizontal
4.6875 x 3.25"

I/8 horizontal

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

Size options

Paper stock

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.

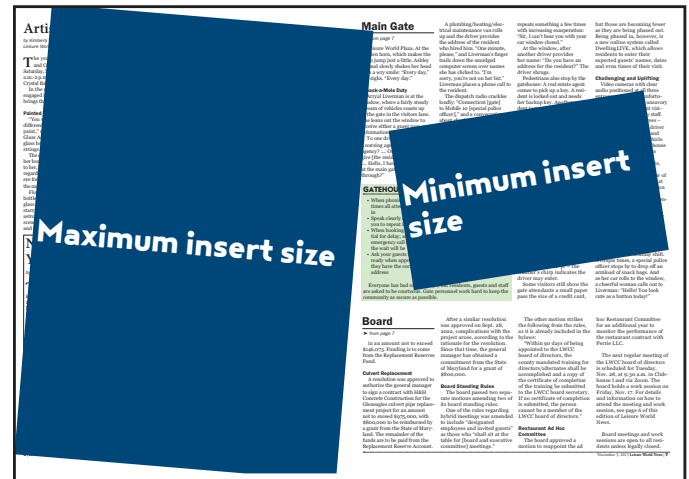
All inserts must be prepaid to "Leisure World News" at time of reservation.

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

Printing press phone: 301-662-1177

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

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



Newspaper deadlines 2026

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

Deadline	Edition Date
Dec. 19, 2025*	Jan. 2, 2026
Jan. 6	Jan. 16
Jan. 27	Feb. 6
Feb. 10	Feb. 20
Feb. 24	March 6
March 10	March 20
March 24	April 3
April 7	April 17
April 21	May 1
May 5	May 15
May 26	June 5
June 9	June 19
June 23	July 3

Deadline	Edition Date
July 7	July 17
July 28	Aug. 7
Aug. 11	Aug. 21
Aug. 25	Sept. 4
Sept. 8	Sept. 18
Sept. 22	Oct. 2
Oct. 6	Oct. 16
Oct. 27	Nov. 6
Nov. 10	Nov. 20
Nov. 23*	Dec. 4
Dec. 8	Dec. 18
Dec. 21*	Jan. 1, 2027

* Early Deadline

Opportunity: E-newsletter 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 nearly 4,000 recipients and growing.

We offer banner and side ads on these e-newsletters. As pictured, banner ads may be placed below the Leisure World heading or below the entire message text, and side ads are positioned with the text wrapping around it. The entire ad can be made a hyperlink.

Pricing

600 x 80 banner ad Top: \$110 Bottom: \$85
240 x 200 side ad \$110

Submissions

Submit your ad as a .png or .jpg to LWNewsAds@LWMC.com.



Your ad here 600 x 80 pixels
\$110

Dear Leisure World residents,

Here are some activities and events all residents can look forward to in the next two weeks; for full details of these and other events, see the June 20 edition of Leisure World News or phone the Lifestyle offices in the Clubhouses.

Also, a comprehensive list of 2025 Lifestyle events is available on residents.lwmc.com > Documents > Lifestyle

TV MUSIC
Wednesday, June 25, through Tuesday, July 1, TV channels 972 and 974

While you check daily clubhouse schedules, meeting schedules and community announcements on the TV, enjoy the sounds of the "Caribbean Rhythms" playlist, an upbeat variety of Island styles.

COMMUNITY EXPO
Thursday, June 26, from 10 a.m.-11:30 a.m., Clubhouse I Crystal Ballroom

New residents and longtime residents alike are invited to explore Leisure World's many services, amenities and vendor partners at this informative and engaging expo. No registration required.

Leisure World Management



Please do not reply to this message. Replies to this message are routed to an unmonitored mailbox. If you have questions, please email management at management@lwmc.com

Your ad here 240 x 200 pixels
\$110

Your ad here 600 x 80 pixels
\$85

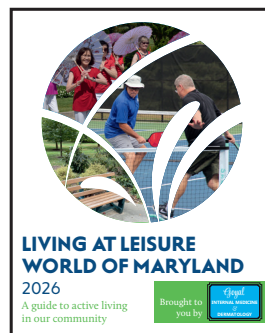
Opportunity: Community reference publications

Contact us about upcoming publications. Some examples include:

- Community guide
- Refrigerator magnet with phone numbers
- Golf calendar
- Walking paths guide
- Botanical guide to Leisure World landscaping
- Guide to Leisure World's wildlife

Community guide

The community guide is a thorough resource about living in Leisure World printed on glossy paper and spiral-bound. It is distributed to all current residents and given out to new residents.



Full page

7.0625" x 9.125"

Half page

Vertical: 3.4375" x 9.125"

Horizontal: 7.0625" x 4.4792"

Quarter page

3.4375" x 4.4792"

Eighth page

3.4375" x 2.1563"

Refrigerator magnets



Your ad here

Fire, Police, Rescue	911
Main Gate (24 hours)	301-598-1044
Administration	301-598-1000
Clubhouse I	301-598-1300
Terrace/Stein Room	301-598-1331
Clubhouse Grille	301-598-1330
Eyre Tour and Travel	410-442-6872
Xfinity cable TV/Internet	855-638-2855
Clubhouse II	301-598-1320
Computer Center	301-598-1306
FISH office	301-598-1345
Golf	301-598-1570
Inter-Faith Chapel	301-598-5312
Our Lady of Grace Church	301-924-0067
Physical Properties (PPD)	301-598-1500
Post Office	301-598-1030
Security and Transportation	301-598-1355
Signal Financial Federal Credit Union	301-933-9100, ext. 104
Social Work	301-598-1581
MEDSTAR HEALTH MEDICAL CENTER	
Medical Appointments	301-598-1590
Pharmacy	301-598-1005
Dental Office	301-598-1015
Laboratory Services	301-598-1045
MedStar Montgomery Medical Center (hospital)	301-774-8882

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.

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.

Ad size: 3.2" x 1.5"

Golf calendar

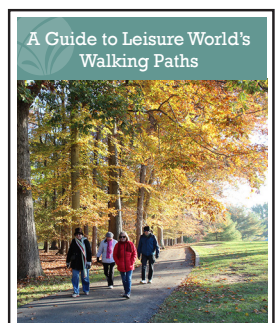
The golf calendar displays Leisure World golf course events through the year plus information about membership, rules and fees.

Full-page ad size: 4.5833" by 7.8333"



Walking paths, botanical and wildlife guides

These fun guides foster a connection between residents and their surroundings. Ad sizes vary by publication.



Submissions

Contact 240-560-5291 to inquire about detailed specifications.

Email submissions to LWNNewsAds@LWMC.com.

Opportunity: Food trucks

Food vendors may serve at events; there is no



Attendees at an outdoor concert line up for a meal

charge for space. They must arrange with the Lifestyle department in advance:

301-598-1320 or Lifestyle@LWMC.com.

Opportunity: Entertainment event sponsorships

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.

Included for sponsors

- 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



Free outdoor concert series banner

hand out promotional materials or items

- Sponsorship announcements, introductions and mentions during the event

How to sponsor

Potential sponsors should contact

**240-560-5291 or
LWNewsAds@
lwmc.com.** An

event sponsor will be given a contract to sign that includes details about the event. Payments are required two weeks prior to



Cardboard fans distributed at a summer outdoor event, front and back

the event date and must be made payable to "Leisure World of Maryland Corporation" by check or credit card.

Sponsored events in 2026

- | | | |
|---|---|--|
| <ul style="list-style-type: none">• April: Spring Easter Egg Hunt• May: Cinco de Mayo• Juneteenth• July 4 parade and celebration• Summer: Caribbean Night | <ul style="list-style-type: none">• July–September: Outdoor concert series, free to residents• Fall: Disco Night• Oktoberfest• November: Western Night | <ul style="list-style-type: none">• December: Holiday Jingle Mingle• December: New Year's Eve Ball• Other events may be sponsored as well; let us know |
|---|---|--|

Opportunity: 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
- \$900 for one week (recommended)

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

What you may display

- Tablecloths and table banners



Table in Clubhouse I

- are welcomed
- One floor-standing banner of up to 3x6 feet is allowed
- Other display items such as flyers, hand-outs, and signage must fit on top of the table
- Static displays and free hand-outs may remain on the table during the rental period



Representatives from a company speak to potential customers

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

Opportunity: Event space rental



Maryland Room



A seminar in the Baltimore 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 ranging 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 or 301-598-1300.