

# Media Kit

## 2026



A sponsored outdoor concert

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



- **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](http://residents.lwmc.com) • [leisureworldmaryland.com](http://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 master policy and casualty insurance policy framework, recommended for approval by the Insurance Committee, was presented by USI for the policy term Friday, July 1, 2025, through Friday, July 31, 2026, according to the board meeting 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 \$3,000,000 limit at a total D&O premium of \$30,022, 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.

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

1. a resolution approving the reallocation of these expenses from the operating budget to the Capital Equipment Reserve fund:

- \$25,298 for Clubhouse II video security cameras

- \$26,000 for Technology Center furniture

- \$31,625 for street light replacement

- \$96,875 (total)

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

- \$116,500 for stipends associated with the general manager position

- \$18,837 for kennel restaurant audit

- \$135,337 (total)

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

- \$45,620 for the sink replacement at Glen Ridge Leisure World Boulevard

- \$11,514 for pool chair lift/pump

- \$9,093 for pool furniture at Clubhouse I

- \$8,800 for spa heater

- \$7,075 for fitness center equipment

- \$11,390 for fountain improvements

- \$18,355 for main gate

### 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 Skanska and Transportation (SKT).

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

Resident leaders may have noticed that the current shuttle buses often experience

maintenance issues that require the buses to operate on a two-bus schedule, the Red and Blue lines, strategically adjusted to provide full coverage of the Blue line, ensuring no loss or disruption of service. The Blue line has not been in use since Rudnick assures.

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

► to page 2

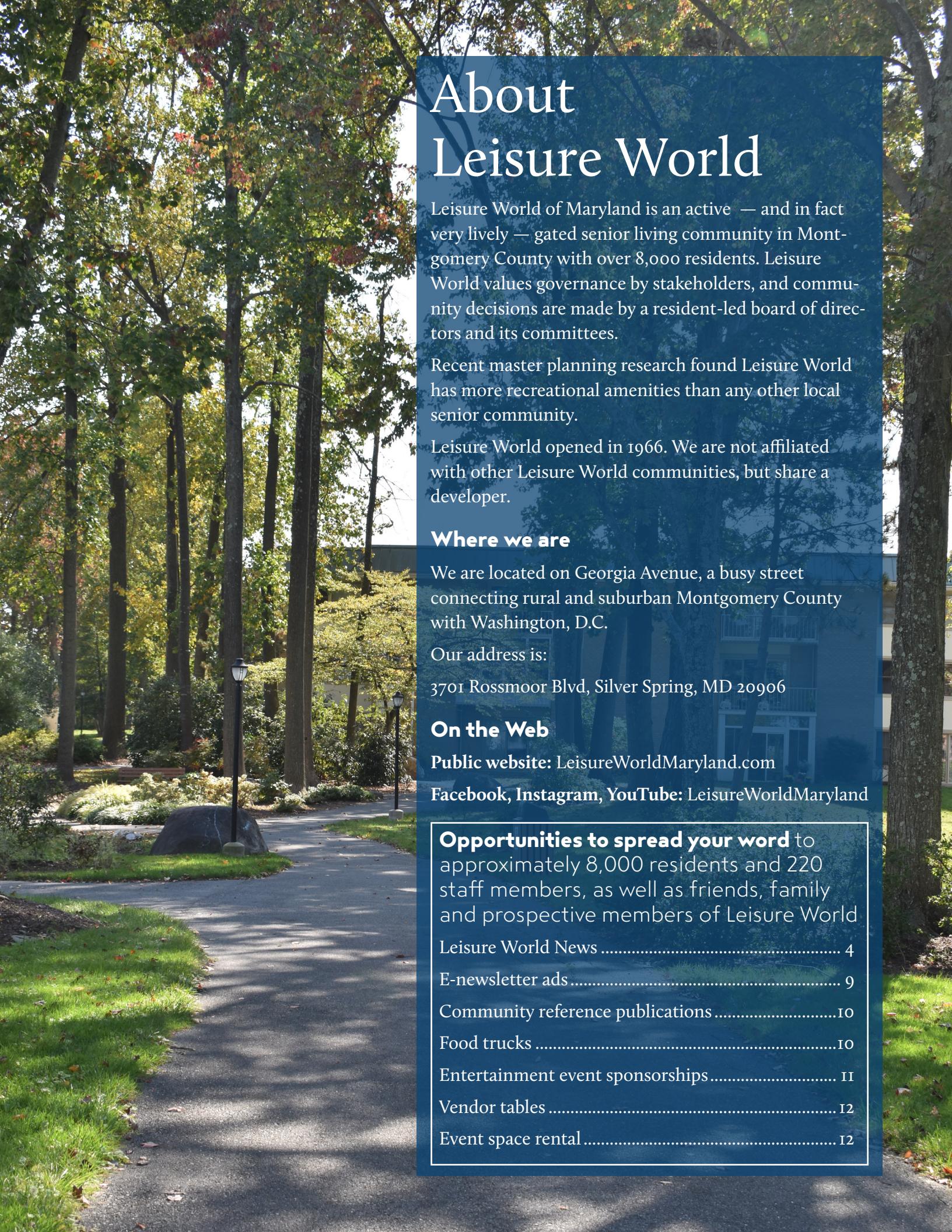
Leisure World holds a town hall on its proposed budget for 2026. For details, see page 7.

Twice-monthly Leisure World News

INSIDE

Governance & Information	6
Thoughts & Opinions	8
Events & Entertainment	10
Health & Wellness	22
Classes, Groups and Organizations	26
Club Trips	42
Sports, Games and Contests	44
Classes & Seminars	46
Calendar of Events	49
Governing Board Meeting	50
Seminars	49
Classifieds	52

To inquire, call 240-560-5291 or email [LWNewsAds@LWMC.com](mailto: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 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](http://LeisureWorldMaryland.com)

Facebook, Instagram, YouTube: [LeisureWorldMaryland](http://LeisureWorldMaryland)

<b>Opportunities to spread your word</b> to	
approximately 8,000 residents and 220	
staff members, as well as friends, family	
and prospective members of Leisure World	
Leisure World News .....	4
E-newsletter ads .....	9
Community reference publications .....	10
Food trucks .....	10
Entertainment event sponsorships .....	11
Vendor tables .....	12
Event space rental .....	12

# 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](http://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](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.

**1/2 horizontal**

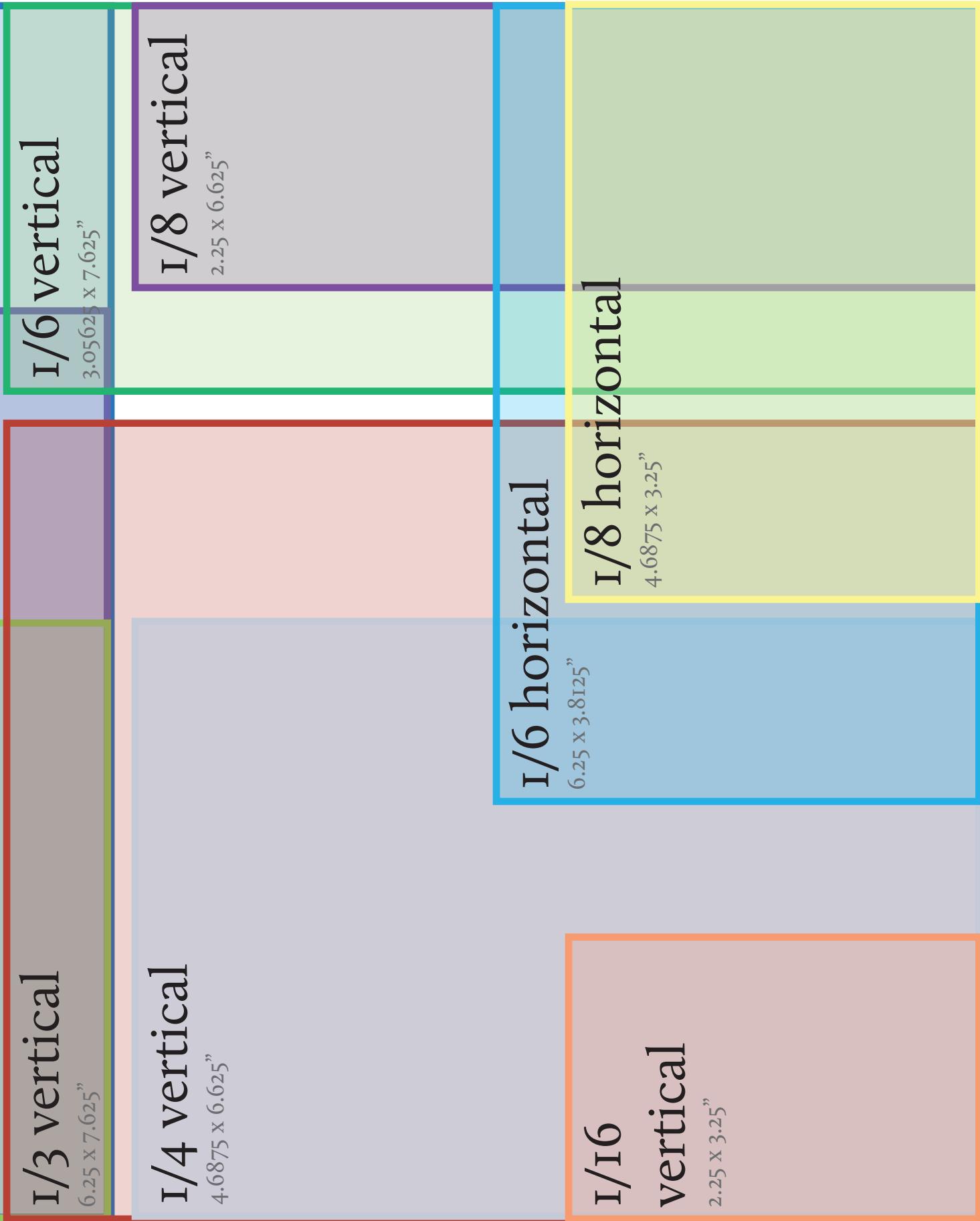
9.5 x 6.625"

**1/6 square**

4.6875 x 4.625"

**1/4 horizontal**

7.125 x 3.8125"



# 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 2026

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

Deadline	Edition Date	Deadline	Edition Date
Dec. 19, 2025*	Jan. 2, 2026	July 7	July 17
Jan. 6	Jan. 16	July 28	Aug. 7
Jan. 27	Feb. 6	Aug. 11	Aug. 21
Feb. 10	Feb. 20	Aug. 25	Sept. 4
Feb. 24	March 6	Sept. 8	Sept. 18
March 10	March 20	Sept. 22	Oct. 2
March 24	April 3	Oct. 6	Oct. 16
April 7	April 17	Oct. 27	Nov. 6
April 21	May 1	Nov. 10	Nov. 20
May 5	May 15	Nov. 23*	Dec. 4
May 26	June 5	Dec. 8	Dec. 18
June 9	June 19	Dec. 21*	Jan. 1, 2027
June 23	July 3		

\* 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](mailto: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](http://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](mailto:management@lwmc.com)*

**Your ad here** 600 x 80 pixels \$85

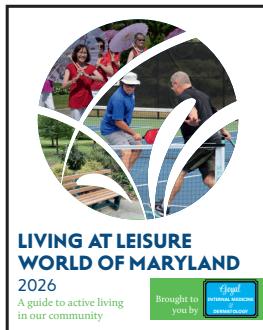
# Opportunity: Community reference publications

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

LEISURE WORLD OF MARYLAND

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 .....	301-598-1370
Inter-Faith Chapel .....	301-598-5312
Our Lady of Grace Church .....	301-924-0067
Physical Properties (PPD) .....	301-598-1500
Post Office .....	301-598-1020
Security and Transportation	301-598-1355
Signal Financial Federal	
Credit Union .....	301-933-9100, ext. 104
Social Work .....	301-598-1581
<b>MEDSTAR HEALTH MEDICAL CENTER</b>	
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.

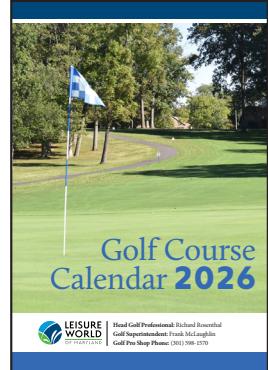
Advertisers sponsor the cost of printing 500 magnets, which are distributed until the supply is finished. We only accept one magnet sponsor at a time.

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"



## A Guide to Leisure World's Walking Paths



## 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 [LWNewsAds@LWMC.com](mailto:LWNewsAds@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](mailto: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

- April: Spring Easter Egg Hunt
- May: Cinco de Mayo
- Juneteenth
- July 4 parade and celebration
- Summer: Caribbean Night
- July–September: Outdoor concert series, free to residents
- Fall: Disco Night
- Oktoberfest
- November: Western Night
- 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](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."

# 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](mailto:Lifestyle@LWMC.com) or **301-598-1300**.