

# The Best Deal in Town!

Promote Yourself in the

## ROSE CITY PARK NEIGHBORHOOD NEWSLETTER

Write a story for or buy an ad in Rose City Park's neighborhood newsletter. It is a great way to spread the word, toot your horn, or pitch your product, service, or cause. We offer affordable rates and a readership of thousands in Northeast Portland.

Our newsletter is a great value for targeted advertising. Plus, newsletters are posted on our website ([www.rcpna.org](http://www.rcpna.org)), so your advertising remains visible in both current and archived newsletters.

### Neighborhood Facts<sup>1</sup>

- Founded in 1907
- Population: 8,903
- Households: 3,859 (2,283 families; 74% homeowners)
- Median household income: \$52,249
- Businesses: Over 500
- Business associations: Beaumont Business District, Hollywood Boosters, Former Portland International District



### Newsletter Facts

- Established in 1973
- Published four times a year in October, January, March, and May
- Hand-delivered to over 4,000 homes, apartments, and businesses

#### Write a Story

- We welcome articles, press releases, and story ideas from local residents and organizations.
- Articles should be about 250 words in length, and may be edited for length, clarity, or content.
- If submitting photos, see reverse for preferred specifications.
- If space is limited, priority given to Rose City Park-based contributors.

Send articles and leads to  
[editor@rcpna.org](mailto:editor@rcpna.org)

#### Buy an Ad

- Business card size: \$35 per issue or \$140 for four issues (one year).
- Double size: \$70 per issue or \$280 for four issues (one year).
- Submit a press-ready ad or let us design one for you.

See reverse for additional details.

Send advertising questions to  
[advertising@rcpna.org](mailto:advertising@rcpna.org)

#### Deadline

Editorial and advertising submissions are \*usually due the 10th of the month prior to publication (e.g., March 10 for the April Issue, May 10 for the June issue, etc.)

\* Please note that the deadline for the January issue is November 10

# Additional Newsletter Details

## Printing and Distribution

- We generally print 4,250 newsletters, consisting of eight 8¼ x 10¾-inch pages of editorial and advertising content.
- The newsletters are delivered by a crew of about 70 local residents who volunteer to help with distribution throughout Rose City Park according to a specific grid that reaches virtually all households and businesses.
- Our goal is to have newsletters on doorsteps one or two weeks before our Rose City Park Neighborhood Association General Meetings (the last Tuesdays in October, January, March, and May). However, actual delivery dates will vary depending on when the distribution volunteers are able to canvass their routes. Please keep this in mind when submitting time-sensitive articles or ads.

## Ad and Insert Sizing and Pricing

- Send us your own press-ready ad (following the ad and photo specifications below for optimum results).
- Please note that press-ready advertising submissions are typically due the 10th of the month prior to publication (e.g., March 10 for the April Issue, May 10 for the June Issue, etc.).

To place an ad or get more information,  
email [advertising@rcpna.org](mailto:advertising@rcpna.org)

### Business card size (3½ x 2 inches)

\$35 per issue

\$140 for four issues (one year)

## Ad and Photo Specs

- For digital ad submission, please provide press-ready PDF files prepared with Adobe Acrobat or from your native application. If you cannot provide a PDF file, we will do our best to work with your native files, but cannot guarantee optimum results.
- For digital photos, we can work with all major formats: .psd, .jpeg, .gif, .eps, and .tif. We prefer as much resolution as possible, and when sized to actual printed size, photos should be at least 300 dpi for best results.

If in doubt, contact us at  
[advertising@rcpna.org](mailto:advertising@rcpna.org)

### Double size (3½ x 4 inches)

\$70 per issue

\$280 for four issues (one year)



[www.rcpna.com](http://www.rcpna.com)