

The Best Deal in Town!

Promote Yourself in the

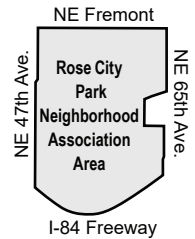
ROSE CITY PARK NEIGHBORHOOD NEWSLETTER

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), so your advertising remains visible in both current and archived newsletters.

Neighborhood Facts¹

- Founded in 1907
- Population: 7,920
- Households: 3,859 (2,283 families; 62% homeowners)
- Median household income: \$74,024
- 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

Buy an Ad

- Business card size: \$40 per issue or \$160 for four issues (one year).
- Double size: \$80 per issue or \$320 for four issues (one year).
- Special discounts available for advertisers who run the same ad in all four issues.
See reverse for additional details.

Send advertising questions to
advertising@rcpna.org

Deadline

Please contact our Editor at editor@rcpna.org for upcoming editorial deadlines and our Advertising Coordinator at advertising@rcpna.org for upcoming advertising deadlines.

Additional Newsletter Details

Printing and Distribution

- We generally print 4,500 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 week before our Rose City Park Neighborhood Association General Meetings (the second-to-last Tuesdays in October, January, March, and May). However, actual delivery dates vary depending on when 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 contact our Advertising Coordinator at advertising@rcpna.org for upcoming advertising deadlines.

**To place an ad or get more information,
email advertising@rcpna.org**

Business card size (3½ x 2 inches)

\$40 per issue

\$160 for four issues (one year)

* Run the same ad in a year's worth of issues (4) and save! Pay \$150 instead of \$160.

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**

Double size (3½ x 4 inches)

\$80 per issue

\$320 for four issues (one year)

* Run the same ad in a year's worth of issues (4) and save! Pay \$300 instead of \$320.



www.rcpna.com