

## Ad Prices for the Parkfairfax Forum

The Parkfairfax Forum is a newsletter serving the Parkfairfax Condominium Community. Circulation is approximately 2280 with 1684 on-site and approximately 400 additional in the surrounding areas.

The Forum is printed on a 11" x 17" double page format. Each page is therefore 8 ½ x 11. All terms, such as ½ Page, 1/4 page, etc are based on the 8 ½ x 11 page size.

Classified ads are charged by word with a 30-word minimum. The deadline for submission is the 10<sup>th</sup> of each month, unless otherwise noted in the newsletter.

It is up to the advertiser to keep track of when the ad expires. You will **not** receive notice from Parkfairfax that the ad has expired.

Discounts apply for long-term placement of ads: 10% for 3 months paid in advance; 20% for 6 months paid in advance; 30% for 12 months paid in advance.

<b>Ad Size</b>	<b>Dimensions</b>	<b>Monthly charge</b>	<b>3 Month 10% Discount</b>	<b>6 Month 20% Discount</b>	<b>1 Year 30% Discount</b>
1/8 Page	2.5" x 3.5"	\$49	\$132	\$235	\$412
1/4 Page	3.75" x 4.5"	\$97	\$262	\$466	\$815
1/2 Page	3.75" x 10.5" (vertical) 8" x 5" (horizontal)	\$190	\$513	\$912	\$1,596
Full Page	8" x 10.5"	\$270	\$729	\$1296	\$2,268

### Classified Line Ads

- Real Estate: \$11 for Parkfairfax residents and owners; \$20 for all other persons.
- Personal Business (Tutoring, music lessons, etc.): \$11 for Parkfairfax residents and owners; \$20 for all other persons
- Other (Sale items, lost and found): First 30 words are free to Parkfairfax residents and owners; \$11 for all other persons.