

ISCA Newsletter
Advertising Policy

Page size	One Time Ad Placement	Two of More Newsletters
Full Page	\$120	\$100/month
½ page	\$60	\$50/month
¼ page	\$30	\$25/month
1/8 page	\$15	\$12.50/month

FOR YOUR INFORMATION: A 10% DISCOUNT WILL BE GIVEN FOR 4 OR MORE ADVERTISEMENTS PER YEAR.

Checks to pay for ads should be made out to the Indian Spring Citizens Association. Mail ad payments

to:

ATTN: ISCA Newsletter Ad

P.O.BOX 3724

Silver Spring, MD 20918-3724

Please include your contact information: name, address, phone and/or email address.

All Text and Advertising Requirements are due on the last day of the month preceding publication (ex: on October 31 for placement in the November newsletter). Electronic ad files/ requirements can be emailed to the person specified. If you have paper-based ad layouts/logos to be scanned, either arrange for delivery or if instructed mail them to ATTN: ISCA Newsletter Ad, P.O.BOX 3724, Silver Spring, MD 20918-3724 (all original ad copies or photos can be returned by mail, please leave a return address and contact phone number) and notify us by email that it has been sent.

Formats: Currently, we accept jpeg, tiff and adobe illustrator files. We also accept eps and pdf files provided images or fonts are embedded or provided along with the file. We cannot use publisher or bitmap formats.

We generally publish 9 times a year between September and June, with no publication in December. However, we occasionally will skip a month depending upon our schedule of events. We publish an online version at iscaonline.com/newsletter in color and frequently send the color version to our email list. Our print version which goes to 800 homes is in black and white. We also send selected color issues via email to our elected officials such as County Council or District 20 Delegation.