



## BARCROFT SCHOOL AND CIVIC LEAGUE

800 South Buchanan Street  
Arlington, Virginia 22204

### Advertising Rates for the Barcroft News 9/2011 – 6/2012

Copy Size (W x L)	Nominal Size 7" x 8 1/2" page	1 Insertion	3 or more (each)
5 3/4 x 7	1 Page	\$155	\$132
5 3/4 x 3 1/2 2 3/4 x 7	1/2 Page	\$82	\$70
5 3/4 x 2 1/3 2 3/4 x 4 2/3	1/3 Page	\$57	\$48
2 3/4 x 3 1/2 5 3/4 x 1 3/4	1/4 Page	\$47	\$40
2 3/4 x 1 3/4	1/8 Page	\$27	\$23

The above are the monthly rates for advertising in the Barcroft News. The newsletter is distributed to every house, every town house, and many of the apartments in Barcroft once per month with the exception of July and August. The printed distribution is 900 copies. The newsletter generally consists of 12 pages sized at 7" x 8 1/2".

The Barcroft neighborhood in Arlington includes the residences located within the area roughly bordered by Columbia Pike, Arlington Blvd (Route 50), George Mason Drive, and the Four Mile Run Bike Path. The exception is a section of the Arlington Forest neighborhood at the corner of Arlington Blvd. and the Four Mile Run Bike Path.

The deadline for advertising is the 14<sup>th</sup> day of the month preceding the issue in which the ad will appear. If your advertisement is not camera-ready, we can work with you to develop it. The preferred format is electronic in JPG. Also acceptable are TIF, PDF, MS Word, PowerPoint, or Publisher. The preferred method of communication is the email address below.

Advance payment is required to ensure your ad will be run and to get the multi-issue discount. Checks should be made payable to the BSCL or Barcroft School and Civic League, and mailed to the advertising manager below.

Jim Kerr  
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