



# BARCROFT SCHOOL AND CIVIC LEAGUE

800 South Buchanan Street  
Arlington, Virginia 22204

## Advertising Rates for Barcroft News

*As of January 2023*

Copy Size (W x L)	Nominal Size 7" x 8 ½" page	1 Insertion	3 or more Insertions (each)	Annual (Total) (10 Insertions)
5 ¾" x 7"	1 Page	\$180	\$150	\$1,350
5 ¾" x 3 ½" 2 ¾" x 7"	½ Page	\$100	\$80	\$720
2 ¾" x 3 ½" 5 ¾" x 1 ¾"	¼ Page	\$50	\$45	\$405
2 ¾" x 1 ¾"	⅛ Page	\$30	\$25	\$225

This chart shows the rates for advertising in **Barcroft News**. Our 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 over 900 copies. The newsletter generally consists of either 8 or 12 pages sized at 7" x 8 ½".

The Barcroft neighborhood in Arlington includes the residences located within the area bordered by Columbia Pike, Arlington Boulevard (Route 50), George Mason Drive and Four Mile Run.

The deadline for advertising is the 15<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 (though additional time may be needed). The preferred format is electronic in JPG, PDF or MS Word/Publisher, and the preferred method of communication is the email address below. The newsletter is distributed by volunteers, generally by the first of the month.

Questions may be addressed to the **Advertising Manager, Mary Arreaga**, at [newsletteradvertising@bscl.org](mailto:newsletteradvertising@bscl.org). Checks should be made out to "BSCL" or "Barcroft School and Civic League," and mailed to the BSCL Treasurer:

Jennifer Lis, Treasurer  
811 South Taylor Street  
Arlington, VA 22204