

JACKSON TOWNSHIP NEWSLETTER ADVERTISING POLICY

OBJECTIVE: To sell advertising space in the Jackson Township Newsletter for the purpose of defraying publishing and postage costs.

CONDITIONS:

1. Circulation: Approximately 23,000
2. Publication Schedule: Three times a year. Not to exceed four times a year.
3. Rates: As determined by the Board of Trustees.
4. Ad Size: Minimum ad is business card size. Maximum ad is a full page.
5. Space Reservations: First-come, first-served basis, with payment. Ad placement is chosen at random with the exception of the Half Page Back Cover.
6. Artwork: Only camera ready ads will be accepted with payment to Jackson Township. Advertisers are responsible for designing their own advertisements. All ads should be submitted as a high-resolution PDF.
7. Restrictions: No political advertisements or endorsements will be accepted. Only retail ads will be published; no classified ads. One ad per business per issue is permitted. Advertisements for upcoming events or "Save-the-date" will not be accepted.
8. Disclaimer: Advertisements published in the Jackson Township Newsletter in no way constitute an endorsement of a product or service by the Jackson Township Board of Trustees.
9. The Jackson Township Board of Trustees reserves the right to reject any advertisement for publication.
10. Employees and elected officials of Jackson Township are not permitted to advertise in the Township newsletter.
11. No free advertisement spaces shall be issued.

NEWSLETTER ADVERTISING RATES

Sizes	1 Issue Commitment	3 Issue Commitment
Business Card (3.5in. W x 2in. H)	\$300.00 per issue	-
Quarter Page (3.75in. W x 5in. H)	\$450.00 per issue	\$400.00 per issue
Half Page (7.75in. W x 4.75in. H)	\$650.00 per issue	\$575.00 per issue
Full Page (7.75in. W x 9.875in. H)	\$1,150.00 per issue	\$1,050.00 per issue
Half Page Back Cover (7.75in. W x 4.75in. H)	\$1,250.00 per issue	-

A single payment option is available to purchase. Commit to all three (3) issues (Spring, Summer and Fall) and receive a discounted rate per issue on select sizes. Full payment must be made up front by Spring Advertising deadline date.

Checks are to be made payable to the Jackson Township Board of Trustees

Credit card payments are accepted; however, advertisers are responsible for both the advertising cost and the associated processing fee.

Advertising Rates & Credit-Card Fee Table

1-Issue Advertising Rates

Ad Type	Base Price	Credit-Card Fee	Total w/ Credit-Card
Business Card (3.5" × 2")	\$300	\$12	\$312
Quarter Page (3.75" × 5")	\$450	\$18	\$468
Half Page (7.75" × 4.75")	\$650	\$26	\$676
Full Page (7.75" × 9.875")	\$1,150	\$46	\$1,196
Half Page Back Cover (7.75" × 4.75")	\$1,250	\$50	\$1,300

3-Issue Commitment Rates

Ad Type	Total for 3 Issues	Credit-Card Fee	Total w/ Credit-Card
Quarter Page	\$1,200	\$48	\$1,248
Half Page	\$1,725	\$70	\$1,795
Full Page	\$3,150	\$126	\$3,276