

Ridgely's Delight Newsletter

Advertising Standards and Rate Card

Demographics

The Ridgely's Delight Community Association published the Ridgely's Record, a two- to four-page monthly newsletter for the residents and businesses of the neighborhood of Ridgely's Delight, which is located between Camden Yards and the University of Maryland Baltimore. The newsletter is delivered to approximately 450 households. Approximately 45% of the residents rent properties while attending the University of Maryland. The majority of the rest of the residents are middle class professionals, who range in age from their early twenties to early sixties.

Rate Information

Ads are reserved on a calendar year basis. The fee is \$200 per year.

Size: 1/6 page Final ad size must not exceed 3.75" X 3.33".

Final art and payment for ads is due by the December 10 for publication in the following year. If an advertiser would like to purchase an ad mid-year, we will prorate the cost based on the remaining number of months in the year. No ads can be published without prior payment.

Acceptable Ads

The editor and the board of directors of the Ridgely's Delight Association have discretion over which types of ads are acceptable. We will not publish ads that promote bias on any basis, which includes, but is not limited to race, education, age, gender, sexual preference or religion. We will not accept political or religious ads, as it may imply an endorsement by the community. We will not accept ads for telemarketers, multi-level marketing companies. We will not accept ads for Internet-based businesses unless they are located in Ridgely's Delight.

File Format

Art must be received in electronic form. It must be in its final form, as the Association does not provide graphic design services.

Acceptable formats

- PDF: Ensure that all fonts are embedded,
- JPEG: Create your ad with a resolution of 300 dpi at 100% size. Upsizing an ad from a smaller dimension or lower resolution will result in pixilation and an undesirable "halo" effect around type. EPS

Unacceptable file types: BMP, Quark Express, Film, Quark, InDesign, Pagemaker, Illustrator, Freehand, and Photoshop. Avoid small type, especially as reverses or with light tints.

Size: Art must be presented in its final size at a maximum of 3.75" X 3.33".

DPI: 300 dots per inch (DPI). Materials copied from the Internet are not acceptable as the resolution is too low and will appear blurry in print.

Email art to president@ridgelysdelight.org by the 10th of the month prior to publication.

Payment

Advertisers should make checks payable to "Ridgely's Delight Association, Inc." and email sent to president@ridgelysdelight.org for collection arrangement. We regret that we cannot accept credit card payments.