



Advertising Rates

Ad Size	Dimensions	Color	1 issue	3 issues	6 issues	10 issues
business card	3.5" x 2.25"	no	\$45.00	\$110.00	\$200.00	\$325.00
¼ page	3.5" x 4.5"	no	\$85.00	\$240.00	\$450.00	\$725.00
½ page	v: 3.5" x 9.25 h: 7.5" x 4.5"	no	\$125.00	\$350.00	\$670.00	\$1000.00
full page	7.5" 10"	no	\$190.00	\$550.00	\$900.00	\$1300.00
full page Inside front cover Inside back cover	7.5" x 10"	no	\$210.00	\$600.00	\$1100.00	\$1600.00
back cover	full bleed	yes – 4 color	\$500.00	\$1200.00	\$1550.00	\$2500.00
Insert	Smaller than 8.5" x 11"	n/a	\$125.00	n/a	n/a	n/a

Valid as of 03.01.10

All advertising must be pre-paid by check only prior to publication. The deadline for payment is the 5th of the month prior to publication (i.e. March 5, 2010 for April 2010 issue). If a multiple issue rate is purchased, payment in full must be received the 5th of the month prior to the first publication. With receipt of payment, Inside Willo acknowledges the advertiser's agreement to be published.

Payments are to be made payable to "Willo Neighborhood Association" and sent to PO Box 36506 Phoenix, AZ 85067.

Advertisers will receive an electronic version of Inside Willo each month their advertisement is published.

Advertisements and questions may be sent to: Megan Desmond – megan@desmondsgdesign.com