

# THE NEWTOWNER

A Bi-Monthly Newsletter For and About New Town, Williamsburg

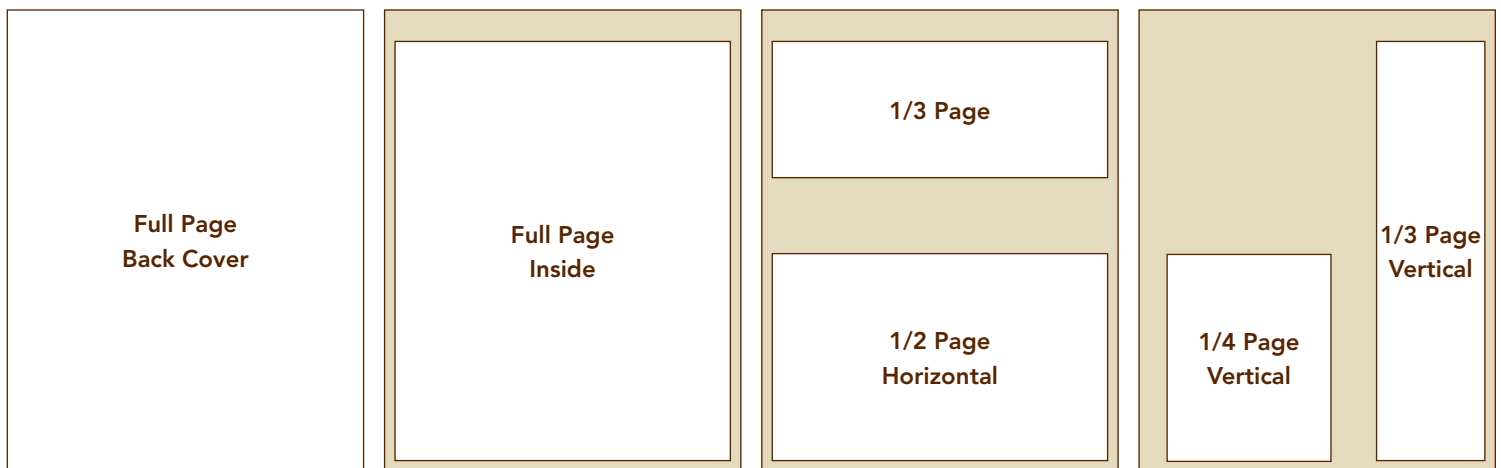
## Advertising Rates

Display Ad Sizes, Rates and Frequency Discounts (Effective January 1, 2010)

	Cost Per Insertion		
	1x	3x	6x
Full Page Back Cover (8.5" x 11")	\$900	\$850	\$800
Full Page Inside (8" x 10.5")	\$800	\$750	\$725
1/2 Page Horizontal (8" x 4.875")	\$500	\$450	\$400
1/3 Page Horizontal (8" x 3.25")	\$400	\$350	\$300
1/3 Page Vertical (2.5833" x 10.25")	\$400	\$350	\$300
1/4 Page Vertical (4" x 4.875")		\$250	\$225

The publisher reserves the right to reject or cancel any advertisement at any time.

Pricing reflects camera ready ads built to required specifications.



*“Advertising in The NewTowner has given the luxury residences of Foundation Square at New Town excellent exposure to an audience that is specifically interested in spending time, or living in, New Town.”*

—Andrea Weiser, Long & Foster Realtors  
Exclusively marketing Foundation Square at New Town

For more information, please contact Renee Collins at [rcollins@cwandb.net](mailto:rcollins@cwandb.net) or call 229-8770.

Collins, Waters & Bridgman | 4808 Courthouse Street, Suite 205 | Williamsburg, Virginia 23188 | T: 757 229 8770 | F: 757 873 8732

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## Advertising Agreement

Date: .....

Agreement between Mr./Mrs./Ms. ...., Advertiser and The NewTowner to publish advertising as specified below for:

Business Name: .....

Address: .....

City: ..... State: ..... Zip Code: .....

Phone: ..... Fax: ..... E-mail: .....

This agreement is for ..... insertions to be placed in the following issues (please check box):

### 2010 ISSUE

- January/February
- March/April
- May/June
- July/August
- September/October
- November/December

### ARTWORK DUE

- 12/14/09
- 02/15/10
- 04/12/10
- 06/14/10
- 08/16/10
- 10/12/10

### AD SIZE:

- Full Page (Back Cover)
- Full Page (Inside)
- 1/2 Page (Horizontal)
- 1/3 Page (Horizontal)
- 1/3 Page (Vertical)
- 1/4 Page

Camera-ready artwork provided:  Yes  No

Proof required:  Yes  No

Special position requested (please specify): .....

### AMOUNT DUE

..... x Rate ..... Insertions = ..... Total Net Cost

I/We, the undersigned Advertiser, hereby acknowledge by signature that the provisions of this Advertising Agreement constitute a binding contract.

Advertiser has reviewed the Terms of this Agreement and The NewTowner advertising rates and agrees to honor all terms as specified.

Signature of Advertiser: .....

Title: ..... Date: .....

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## Advertising Guidelines

To maintain high printing standards, we request that all ads be submitted electronically, either on disk or via e-mail. The NewTowner staff can also design your ad for a nominal fee using your provided copy and graphics (company logo and/or other desired images). PLEASE SUBMIT ALL GRAPHICS AS HIGH RESOLUTION TIFF OR VECTOR EPS FILES (see below for details).

Mechanicals must be supplied as Illustrator, InDesign or Photoshop files, or as a High Resolution (press quality) PDF.

### FOR INDESIGN FILES:

- Include all links (photos, logos, etc.). All graphics must be in high resolution eps or tiff formats.
- Include all fonts (screen and printer fonts). Files using True Type fonts will not be accepted.

### FOR ILLUSTRATOR FILES:

- Convert fonts to outline.

### FOR PHOTOSHOP FILES:

- Line art (bitmap) ad resolution should be 600 dpi.
- Ads containing screens (grayscale) must have a resolution of at least 300 dpi.

### FOR PDF FILES:

If ads cannot be supplied in any of the above programs, high-resolution (press quality) PDF files are acceptable.

- Embed all fonts.
- Artwork should be saved at a high compression, 300 dpi or higher.

### PLEASE REMEMBER TO:

- Check ad size with The NewTowner specifications. See "Advertising Rates" page.
- Check all colors used and convert all to black and white for black-only ads.
- Color images must contain only process colors, including color in eps files.
- Convert all to CMYK (no RGB photos).
- Check that all halftone files (photos, screened logos, etc.) are set at 300 dpi or higher at no larger than 100% output size.
- Files under 10 megabytes can be e-mailed to [production@cwandb.net](mailto:production@cwandb.net). Mechanicals, links and fonts should be compressed as .SIT or .ZIP files. Please also send a PDF file as a proofing tool.

Mechanicals on disks should be sent to Collins, Waters & Bridgman, Attn.: Production, 710 Thimble Shoals Blvd, Newport News, VA 23606. Please include a hardcopy of the ad with the disk.

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