

Northside News

A Free Community Newspaper
Published Bimonthly by the Northside Planning Council

Top 5 Reasons to Advertise in the Northside News!

- # 1 It's FREE to Northsiders — Your Customers**
We're geographically ideal, reaching your customers in your neighborhood. The newspaper is delivered to more than 13,000 Northside homes (over 22,000 residents) through saturation mailing on a bi-monthly basis. Most Northsiders do not receive any other local newspaper.
- # 2 Very Affordable Ad Rates**
Ad rates are comparably lower than other publications. Increase your visibility by placing a larger ad or more frequent ads.
- # 3 Distribution Area Matches Your Target Market**
As a business owner you chose to locate your business on the Northside. Dollar for dollar, there is no better way to reach your customers than a regular ad in the Northside News. Tell Northsiders you're here, remind them of what you have to offer, and remember that advertising helps to build and maintain a loyal customer base.
- # 4 Supportive Northsiders**
Northside pride is strong. Our readers love the Northside and are loyal to, and actively support, their local businesses. Your ad in the Northside News is viewed by over 22,000 readers and customers that are looking to support local businesses to meet their ongoing needs.
- # 5 Northsiders rely on the Northside News**
The Northside News has been an integral part of the community for 18 years. Readers look to the Northside News for in-depth coverage on issues that affect their Northside neighborhood. They not only read the paper, they keep it for reference until the next newspaper arrives.

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2017 Ad Rates and Sizes – \$16/column inch

Ad Sizes	Dimensions	Black ink	Color
16th Horizontal	4.917"W x 2"H	\$ 64.00	Add \$20
16th Vertical	2.375"W x 4"H	\$ 64.00	Add \$20
8th Vertical	2.375"W x 8"H	\$ 128.00	Add \$35
8th Square	4.917"W x 4"H	\$ 128.00	Add \$35
Quarter Page	4.917"W x 8"H	\$ 256.00	Add \$55
Half Page	10"W x 8"H	\$ 512.00	Add \$100
Full Page	10"W x 16"H	\$ 1024.00	Add \$190

Flyer Inserts (delivered to printer by advertiser) Please call Abha for rates. Receive a 10% percent discount for prepaying for one year (six issues). Nonprofit and community organizations receive a 5% discount.

2017 Deadlines

Publication Month	Article & Ad Deadline	Date Distributed
Feb./Mar. 2017	Tuesday, Jan. 3, 2017	1/26 - 1/30
Apr./May 2017	Monday, March 6, 2017	3/30 - 4/3
June/July 2017	Monday, May 1, 2017	5/25 - 5/29
Aug./Sept. 2017	Wednesday, July 5, 2017	7/27 - 7/31
Oct./Nov. 2017	Tuesday, Sept. 5, 2017	9/28 - 10/2
Dec. 17/Jan. 18	Monday, Oct. 30, 2017	11/24 - 11/28

Please email your ads to Lauri Lee at ads@northsidenews.org. Please email your article and photos to Rita Lord at submissions@northsidenews.org.

The ad and photo specs are:

File type: .pdf or .jpeg files are preferred

Color photos: Must be CMYK (not RGB) and 300 dpi

Color text and images: Must be CMYK (Not RGB) and no spot colors

Black text, grayscale photos and graphics: Must be 100% black (Not CMYK or RGB)

Distribution date: The Northside News is delivered by saturation bulk mail to 13,000 households. It takes 2-4 business days for all papers to be delivered. Please plan accordingly when planning ads with dates close to our delivery dates.

Contact

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