

community / arts / environment / health

park slope reader



Summer 2010

WELCOME TO THE PARK SLOPE READER!

Living in or around our great Prospect Park, in the communities of Park Slope, Prospect Heights, and Windsor Terrace, is like living in a small town: people know and respect their neighbors, we shop in local stores, and use local services. All of these things works together to create the unique sense of community that makes Park Slope so special.

The Park Slope Reader is not simply a journal or a magazine but a voice and a face for our neighborhoods. Our approach is to put our energy and resources into creating the best possible community journal four times a year. Every three months, we focus on issues important to the community – from interviews and features to our ever-expanding resource of community businesses and services to neighborhood events and activities.

Shopping local helps support our unique community – a haven for diverse businesses, artisans and consumers, plus merchants who truly care about their neighbors and customers. Our Winter issue features our annual **Shop Local Gift Guide** – an all-inclusive resource for all our great local shops that cater to ever gift need. Chock full of gift ideas and inspirations for everyone on your list – and you can do all your shopping without ever leaving the neighborhood!

We appreciate your interest in the Park Slope Reader. By advertising with us, you'll tap into our strong and dynamic readership, helping your business grow and reach the diverse mix of our community.

By advertising with the Reader, you are investing in your community. Our readers will appreciate it and so will you! Please contact us with any questions. We would love to talk to you about all of our advertising opportunities.

2010 advertising due dates

Summer — June, July & August	May 1st
Fall — September, October, & November	August 1st
Winter — December, January & February	November 1st
Spring — March, April & May	February 1st

Grow Your Business with Us
park slope & prospect heights

DISPLAY ADVERTISING

We offer display advertising at a very low cost to make it accessible to all the businesses and practitioners in and around the Slope. We offer even lower prices for those who wish to sign up for four consecutive issues. The rates and sizes are listed below. The prices listed below are based on camera-ready submissions. We charge a fair rate for our layout/design services. See below for more information on Design and Proofreading.

WHAT YOU NEED TO DO:

The fastest and easiest way to submit your ad is to fill out our online application and upload your ad or ad materials at www.psreader.com/advertising.

You can also fill out the attached ADVERTISING CONTRACT and mail or fax it to our offices. We prefer to receive completed ads or ad materials via email, but we can also accept camera-ready art to be scanned. *We will be unable to process any ads that are not accompanied by a complete CONTRACT.*

Digital ads and ad materials must be submitted in PDF, EPS, TIFF or JPG format at a minimum resolution of 300 dpi. We do not accept native layout or word processing formats such as Quark XPress, Adobe InDesign, or Microsoft Publisher, PowerPoint, Word or Works. Any ads submitted this way will need to be rebuilt by our design department, and are therefore subject to Production Fees.

Ads must be exactly the specified dimensions, and deviation may result in Production Fees.

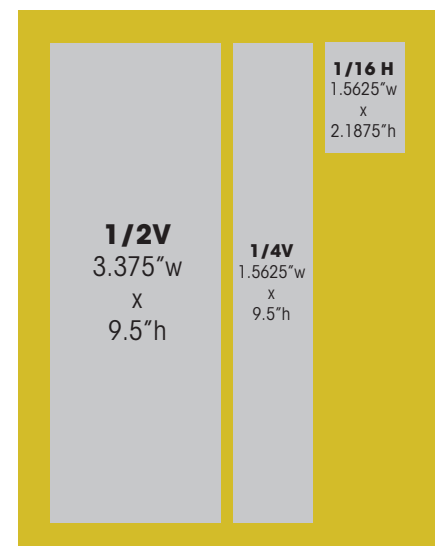
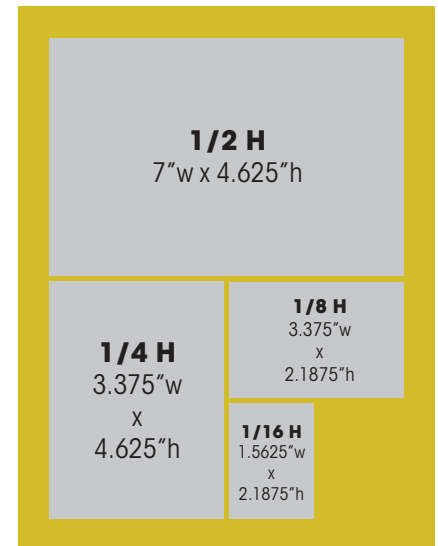
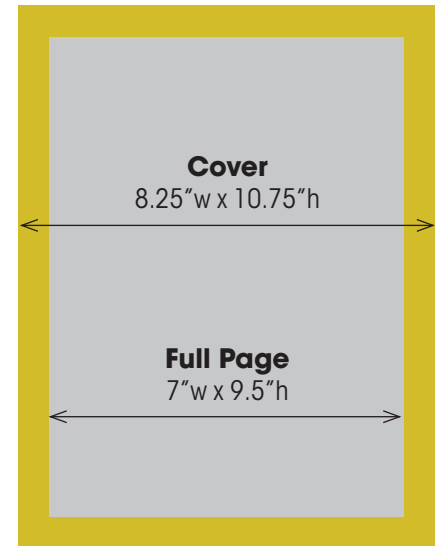
Payment must be made at the time of submission.

DESIGN AND PROOFREADING

If you require Production Assistance, we prefer to receive ad materials via email, but you may also mail them. We cannot accept handwritten copy. Please send exact ad copy, high resolution images and/or logos, and any additional stylistic requests according to the criteria below:

- Text can be sent as a Microsoft Word or TextEdit doc, or simply typed into the body of an email.
- Photos or logos should be sent as hi-res (minimum 300 dpi) JPG, TIF or PDF. We can also accept camera-ready art to be scanned, but please allow additional time for us to receive these type of materials.

Once we have received your Contract, text and photo/logo, our designer will format your ad and email you a copy for proofreading. There is no charge for the first round of changes or corrections. Additional rounds of editing will incur a \$10.00 charge per round.



Display Ad Size	1x	4x	Production/Design
Full Page Cover	\$550	\$490	\$125
Full Page Interior	\$415	\$360	\$100
1/2 Page H or V	\$300	\$250	\$55
1/4 Page H or V	\$215	\$170	\$45
1/8 Page H	\$155	\$130	\$35
1/16 Page V	\$115	\$80	\$25

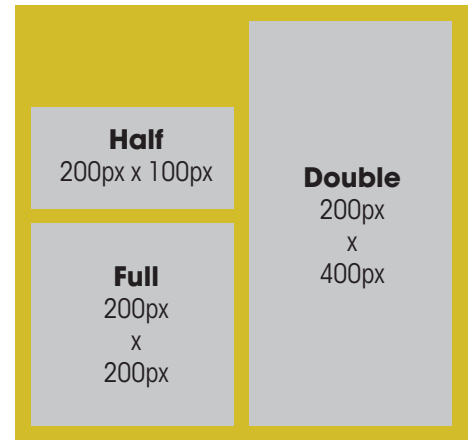
WWW.PSREADER.COM

Reach a new market with an online display ad on our web site. Ads will be seen in the advertising column on every page of the site. Web ads will be published in the same 12 week cycle as the print magazine, i.e. ads submitted at the May 1st deadline will run from July 1st to September 31st. We accept JPEG, GIF and animated GIF file formats. We can also create an online ad from an existing print ad. See table below for fees.

Fill out our online advertising application at www.psreader.com/advertising or the attached ADVERTISING CONTRACT and send it in with your ad or ad materials.

Payment must be made at the time of submission.

Web Ad Size	Cost	Design Fee
Half	\$100	\$25
Full	\$200	\$40
Double	\$300	\$60



SHOP LOCAL

Shop Local is a sophisticated shopping guide dedicated to supporting local business and encouraging shoppers to spend their dollars in Park Slope. Besides the convenience of shopping nearby, consumers appreciate that they can purchase local, handmade products, contribute to environmental sustainability through buying eco-friendly products, and that many of their merchants get involved and support Park Slope's community projects, schools, and the arts. We believe doing business is easier and ultimately more gratifying for all involved if the buyer and seller know each other and have an ongoing relationship. Shop Local aims to further strengthen this bond.

Each edition of **Shop Local** has a different focus, but they all contain a comprehensive listing of local businesses, arranged in a convenient, informative and easy to read format. Please inquire about the possibilities for listing your business. The Shop Local guide also features pictorial spreads that highlight the best products the neighborhood has to offer that are specifically geared toward the focus of the issue.

- **Shop Local Holiday Gift Guide** is a special section in our Winter issue that comes out right after Thanksgiving. It's the perfect opportunity to entice local holiday shoppers! In addition to special Gift Guide ads, this section also includes comprehensive gift lists, ideas and inspirations. The holidays are the perfect time to shop local - and we help make it even easier!
- **Shop Local Wedding** is a special section in the Spring Issue of the Park Slope Reader which features every imaginable service and product available to the Park Slope bride and groom.



WHAT YOU NEED TO DO:

Follow the same guidelines for regular Display Ad submissions.

* If you are taking out a regular Display Ad elsewhere in the issue, an ad in the **Shop Local** section is available to you for **FREE!**

Ad Size	Cost	w/ Display Ad*	Design Fee
3" x 3"	\$99	FREE	\$50

PARK SLOPE READER ADVERTISING APPLICATION & CONTRACT AGREEMENT

Park Slope Reader requires a credit card number to be kept on file for all advertisers with a 4 time contract. You have the option to pay by check or money order as long as we receive payment before the deadline dates. We will automatically charge your credit card for the amount due if your account is not paid by the deadline date. You will be sent an advertising reminder prior to each deadline date so that you can make changes to your ad and submit payment on time

Company / Individual _____ Contact _____

Business Address / City / State / Zip _____

Mailing Address / City / State / Zip _____
(if different than above)

Telephone _____ Email _____ Fax _____

PAYMENT

Credit card number (Visa, MC, Amex) _____ Exp. date _____ Security code _____

ADVERTISING OPTIONS - SELECT APPROPRIATE BOXES:

Run my advertisement: 1 issue 4 consecutive issues

Display Ad

Enclosed: \$ _____

size & style: _____ ad emailed needs production/design

Shop Local Ad

Enclosed: \$ _____

ad emailed needs production/design

Web Advertising

Enclosed: \$ _____

ad size: _____ ad emailed needs production/design

PARK SLOPE READER ADVERTISING CONTRACT AGREEMENT/CONTRACT TERMS

I agree to advertise in Park Slope Reader, pursuant to the following terms of this contract: (1) I agree that payment for the first issue must accompany this form. For each issue thereafter, I will pay by credit card or when billed. (2) I understand that my listing will automatically rerun, as it last appeared, unless Park Slope Reader receives changes through email, mail or fax by the next deadline date listed in the deadline reminder. For 4 issue contracts, I understand it is my responsibility to keep track of ad deadline dates and submit ads (if changed) and payment on time. (3) I agree that Park Slope Reader can charge my credit card the amount owed for the current issue at each deadline date unless I choose to pay by check or money order. (4) If I choose to discontinue my contract, I need to notify Park Slope Reader in writing, prior to the deadline date. (5) I understand and agree that if for any reason I do not run my advertisement in all of the consecutive issues that I have contracted for, I will pay the one-time rate for each of the advertisements that have actually been published. In this event, the amount I owe would be the difference between the non-contract price (one-time) and the 4 time price for each of the advertisements that were published in Park Slope Reader. Please contact us if any of these terms are not clear.

* Signature _____ Date _____