



# West Floral Park 2022

## NEWSLETTER SUBMISSIONS

WFPNA

**EDITORIAL, AD RATES, AND SPECIFICATIONS**

The WFP newsletter is a high resolution, full color publication produced quarterly by volunteers who live in West Floral Park. Our goal is to provide our readers with the relevant, informative, and inspiring news from our neighborhood and surrounding areas. Our newsletter is hand-distributed to every home in the West Floral Park neighborhood, approximately 650 households, by members of the WFPNA communications committee. We encourage your participation as a contributor, advertiser, and/or reader.

Editorial contributions and photos from our West Floral Park newsletter should be submitted via email to Michele Cameron at [mcamerontft@gmail.com](mailto:mcamerontft@gmail.com). MS Word documents are preferred for article submissions and photos should be high resolution JPEG files (no less than 300 dpi). The editorial staff reserves the right to edit all submissions for style, content, and grammar.

<b>ISSUE:</b>	<b>MATERIALS DUE:</b>	<b>DELIEVERD TO RESIDENTS:</b>
Winter	January -no advertising	February 25-27
Spring	April 11	May 20-22
Summer	July 5	August 5-7
Fall	September 19	October 21-23

Submissions after the deadline may not be published or may be carried over to the next issue. Advertisements from West Floral Park residents, Santa Ana businesses, or businesses within a five mile radius of West Floral Park are most welcome in the WFPNA newsletter. Ad due dates are the same as the editorial closing dates for each newsletter.

Advertising rates are as follows and include ads in our spring, summer, and fall issues. All art must be received with check payment made payable to "West Floral Park Neighborhood Association" by the deadlines referenced above.

Business Card Ad	3-5/8" x 2-1/4"	Single Insertion...\$50	Annual Buy... \$150
Quarter Page Ad	3-5/8" x 4-3/4"	Single Insertion...\$120	Annual Buy... \$325
Half Page Ad	7-1/2" x 4-3/4"	Single Insertion...\$240	Annual Buy... \$650
Full Page Ad	7-1/2" x 10"	Single Insertion...\$450	Annual Buy... \$1,225
Full Page Ad Back Cover*	7-1/2" x 10"	Single Insertion...\$500	Annual Buy...\$1,375

*\*limited availability. Neighborhood corporate & executive sponsors receive first priority on back cover ads*

### **Important advertising guidelines:**

All ads must be print ready and submitted in digital files in CMYK color or black-and-white. PDF, EPS, or JPEG files are acceptable and must be 300 DPI.

Please email ads directly to Harrison Zierer at [harrison.zierer@gmail.com](mailto:harrison.zierer@gmail.com). Please let us know if you have any questions about your ad submission.