



West Floral Park 2026 NEWSLETTER ADVERTISING

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 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 an advertiser and/or reader.

The ad rates for 2026 have been updated to reflect the rising costs of printing the newsletter. Rates are the same for West Floral Park residents and for advertisers outside the neighborhood. New this year is an advertising enhancement add-on. For those who opt for a full-page ad, a \$250 social media add-on for 3x30-second Instagram postings on the WFP Instagram page is available.

ISSUE:	MATERIALS DUE:	DELIVERED TO RESIDENTS:
Winter	January -no advertising	February 7-8
Spring	April 18	May 16-17
Summer	July 18	August 15-16
Fall	October 10	November 7-8

Submissions after the deadline may not be published or may be carried over to the next issue.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 a 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...\$60	Annual Buy... \$180
Quarter Page Ad	3-5/8" x 4-3/4"	Single Insertion...\$130	Annual Buy... \$350
Half Page Ad	7-1/2" x 4-3/4"	Single Insertion...\$265	Annual Buy... \$700
Full Page Ad	7-1/2" x 10"	Single Insertion...\$490	Annual Buy... \$1,400
Full Page Ad Back Cover*	7-1/2" x 10"	Single Insertion...\$550	Annual Buy...\$1,600
Instagram Add-On for Full Page Ads	Three-30 Second Postings	NA	Annual Buy...\$250

**Limited availability. Neighborhood residents 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 Donna Layne at dslwestwood@gmail.com. Please let us know if you have any questions about your ad submission.