



The Parklawn Press

2008-2009 Advertising Information

"Simply excellent !!

Content coverage, format, typeface, ink, distribution, simply excellent, professional, community-pride-building-a welcome service. Thanks for taking the initiative and doing such a great job. "

*Sincerely,
Your neighbors at
4132 Conrad Road*

Circulation – 675 (hand delivered)

The Parklawn Press is a bi-yearly newsletter distributed to Parklawn residents in Alexandria, Virginia every fall and spring. The newsletter also appears on our website (parklawncommunity.org) and is emailed to our list-serve and Yahoo Group.

Your ad will be seen by residents of over 600 single family homeowners living in the affluent zip code area of 22312.

Our members have expressed interest in:

- Handyman work
- Local vendors for plumbing, electricians, etc.
- Local restaurants
- Home improvement products
- Music/Dance/lessons
- Tutoring services, etc...

Advertising Rates

<u>Size</u>	<u>Mechanicals</u>	<u>Rate</u>
Full Page	8 1/2 x 11"	\$100
Half Page	7 x 5"	\$65
Quarter Page	3 3/8 x 5"	\$45
Business Card	2 1/4 x 3 1/2"	\$25

Deadlines

2009 Fall/Winter Issue (Out ~ Oct. 2nd)

Reservations: Sept 4, 2009

Mechanicals: Sept 11, 2009

2010 Spring/Summer Issue (Out ~ April 5)

Reservations: March 10, 2010

Mechanicals: March 17, 2010

Ad Format

Please send your ad in PDF format to parklawncivic@verizon.net

Payment Information

All payments must be received in full within seven days of reservation.

Please call Rita Hicks at 703.941.3373

Or Mollie Loeffler 703.508.8320 with any questions