



2011 PENINSULA REPORTER

The Official Publication of the Peninsula Council

12 Mall Way, P.O. Box 286 • New Seabury, MA 02649

(508) 539-0028 • Fax (508) 477-8825

www.peninsulacouncil.com • e-mail: nsha@peninsulacouncil.com

Mike Richardson, Executive Director

Mary Jane Richardson, Editor

Dear Advertiser,

The last advertisement in your current contract ended with our 2010 Winter Edition. We want to thank you for your valued support and we hope you will be with us again for the 2011 - 2012 season. Our back page program classifies your ad by category and because it is an annual program, it offers you the highest exposure at the lowest cost. Additional advertising options are available, from full page down to inside single ads. **Please review the enclosed Rate Schedule for these options.** The larger ads, of course, have more impact. Due to high demand for Peninsula Reporter advertising, available spaces fill up quickly, so we encourage you to reserve your space **NO LATER THAN MARCH 14.** We are offering space on a first come, first serve basis with current advertisers receiving this letter before we solicit new advertising. If we do not have a signed contract by March 14, your ad space will be released for sale to new advertisers.

If you are a back page advertiser, your advertisement will appear in all four editions. If your ad is on the inside, you will have the option of 1, 2, 3, or 4 time advertising. If you wish to change copy in any edition, notify the Peninsula Council prior to the appropriate last date to change copy (see below). Camera-ready copy, or digital file-submission is acceptable... please call for details. We will provide 45 minutes of composition and design for all ads 1/2 page or smaller at no charge; full page ads will receive 1 1/2 hours of composition and design at no charge. Ads requiring additional preparation time will be billed at \$50/hour.

The deadlines for the 2011 - 2012 editions are as follows:

	PUBLICATION DATE (in home)	PAYMENT DUE DATE	LAST DATE TO CHANGE COPY
SPRING EDITION	May 13	April 11	April 4
SUMMER EDITION	August 19	July 18	July 11
FALL EDITION	November 18	October 17	October 10
WINTER EDITION	February 17	January 16	January 9

PENINSULA REPORTER PUBLICATION ORDER 2011

Advertiser: _____

Street Address: _____ Town: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ e-mail: _____

Ordered By: (Please Print) _____

Signature: _____

Do you plan to change copy with each issue? YES NO

AD SIZE	SPRING	SUMMER	FALL	WINTER	COST
CHECK ALL THAT APPLY	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	