



GREENTREE Neighborhood Association

ADVERTISING in the GREENTREE "STUMP"

2009-2010

The **GREENTREE** neighborhood is comprised of over 700 households bordered by Whitney Way and Saalsaa Road – east to west, and Schroeder Road and Hammersley Road – north to south.

Our newsletter, "**The Stump**," reaches ALL member households five times a year. Additionally, each June and every other October (Oct. 2009) "The Stump" is mailed to all 700+ **GREENTREE** neighbor households, regardless of membership. The newsletter is a vital communication tool used to inform our neighbors of upcoming events, neighborhood concerns, and updates from the Mayor, County Supervisor, and our City Alderperson. All businesses advertising in the newsletter receive a complimentary ONE year subscription.

Ad Copy Deadline:

Friday, September 18, 2009
 Friday, November 6, 2009
 Friday, January 8, 2010
 Friday, March 5, 2010
 Friday, May 7, 2010

For issue published about:

October 1, 2009
 December 1, 2009
 February 1, 2010
 April 1, 2010
 June 1, 2010

		Distribution/Volume	
		Goes To GTNA Members Only (~250 - 300) (Dec. '09, Feb. '10, Apr. '10)	Goes To ALL Greentree Households (~700) (Oct. '09, June '10)
		ECONOMY-SENSITIVE DISCOUNTS THIS YEAR ONLY!	
Ad Size	Location	Ad Rate per issue:	Ad Rate per issue:
½ page	Outside	\$100 now just \$80 reserved	\$150 now just \$100 reserved
½ page	Inside	\$75 now just \$60	\$100 now just \$75
¼ page	Inside	\$50 now just \$40	\$75 now just \$50
Business card	Inside	\$25 now just \$20	\$50 now just \$25

ARTWORK must be submitted in camera ready (photo quality or 600 dpi laser print) or electronic formats. E-mail attachment to stump@gtna.org is the preferred receipt method; or electronic files may be provided on disk to:

Linda Johnson, Stump Editor
 1006 Laurie Drive, Madison, WI 53711

phone: 274-4064
 email: stump@gtna.org

AFTER AD INSERTION DETAILS ARE ARRANGED WITH THE EDITOR, YOUR PAYMENT IS DUE PRIOR TO PUBLICATION. Please make checks payable to "GTNA" and mail to Linda Johnson at the above address.

The GREENTREE Neighborhood Association (GTNA) reserves the right to refuse any ad it may deem inappropriate and simply refund any payments made. The GTNA reserves the right to modify any and all ads with respect to size in order that they may fit into the publication. The GTNA is not responsible for any errors existing in artwork provided by the advertiser or for any errors occurring during printing. In the event of an error on the part of the GTNA, the GTNA's liability is limited to a correction, if requested in writing within one week of the mailing date, or credit for the actual space occupied by the incorrect item. In addition, the advertiser agrees to hold the GTNA harmless from any and all claims, including but not limited to damages or causes of action resulting from the placement of or any errors within said advertisement.

Updated 11/1/2009 www.gtna.org