



# GREENTREE Neighborhood Association

ADVERTISING in the GREENTREE "STUMP"

2007-2008

Thank you for your interest in advertising opportunities with The **GREENTREE** Neighborhood Association (GTNA), which has been a vital, strong, and stable organization for over 40 years. 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.

## "The Stump" Newsletter – 40<sup>th</sup> Anniversary Year!

Our newsletter, "The Stump," reaches over 350 member households five times a year. Additionally, each June and every other October (Oct. 2007) "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 14, 2007  
 Friday, November 9, 2007  
 Friday, January 11, 2008  
 Friday, March 7, 2008  
 Friday, May 9, 2008

### For issue published about:

October 1, 2007  
 December 1, 2007  
 February 1, 2008  
 April 1, 2008  
 June 1, 2008

		Distribution/Volume			
		To ALL 700+ Households (Oct/Nov '07 and June '08)		To GTNA Members Only (~ 350 homes)	
		Ad Rate per issue for:		Ad Rate per issue for:	
Ad Size	Location	GTNA member	Non-member	GTNA member	Non-Member
½ page	Outside	\$100	\$150	\$60	\$100
½ page	Inside	\$75	\$100	\$45	\$75
¼ page	Inside	\$50	\$75	\$30	\$50
Business card	Inside	\$25	\$50	\$15	\$25

**ARTWORK** must be submitted in camera ready (photo quality or 600 dpi laser print) or electronic formats. Electronic files may be provided on disk (PC format) or may be e-mailed (preferred) to the address listed below.

**PAYMENT IS DUE WITH DELIVERY OF ADVERTISEMENT.** Ad will NOT be published without pre-payment. Please make checks payable to GTNA. Mail check and ad to:

Jeanne Howard, Stump Editor  
 1126 Sunridge Drive  
 Madison, WI 53711

phone: 274-4190  
 email: stump@gtna.org  
 website: www.gtna.org

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 6/5/2007