

# The Southwester

P O Box 70131  
Washington, DC 20024-0131

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Circulation (starting May, 2007) – 11,000

## Advertising Rates and Information

The Southwest Neighborhood Assembly, Inc., a 501(c)(3) educational and charitable corporation publishes *The Southwester*.

*The Southwester* is the neighborhood newspaper for Near Southwest DC – zip code 20024 – from the National Mall to the Southwest Waterfront of the Potomac River and the Anacostia River Waterfront.

12,000 residents live in that area. It is surrounded by Federal Office Buildings to the North, the Anacostia Waterfront development including new Ballpark for The Washington Nationals and the Washington Navy Yard to the east, and the Southwest Waterfront Development to the west. Over seven billion dollars of new development – condos, retail, museums, parks, office buildings and the new ballpark are underway within a mile of the center of Near Southwest.

## Publication Schedule

*The Southwester* is published monthly year round. Ad and news deadlines are generally the first Wed. of the previous month and distribution dates are the 20<sup>th</sup> of the previous month. Schedule for the remainder of 2007:

June issue deadline May 2; distribution May 20  
July issue deadline June 6, distribution June 20  
Aug. issue deadline July 5, distribution July 20  
Sep. issue deadline Aug. 1; distribution Aug. 20  
Oct. issue deadline Sep. 5; distribution Sep. 20  
Nov. issue deadline Oct.3; distribution Oct. 20  
Dec. issue deadline Nov. 7; distribution Nov. 20  
Jan. 2008 issue deadline Dec. 5; distrib. Dec. 20

(New rates effective with May 2007 issue)

## Display Advertising Rates

*The Southwester* carries four columns, each 2 ½ in. wide. Each page has a printed area of 10x13-¾ in.

Rates for black and white are:

|                                   |       |
|-----------------------------------|-------|
| Full page (10"x 13-¾")            | \$550 |
| Half page (10"x 6-7/8")           | \$300 |
| Quarter page (5" x 6-7/8")        | \$170 |
| Eighth page (2-1/2" x 6-7/8")     | \$ 90 |
| Sixteenth page (2-1/2" x 3-7/16") | \$ 50 |

*The Southwester* has no classified advertising.

## Color

In addition to the prices listed above, full process color ads pay an additional \$100 for a half page or less and \$200 for a full page.

## Payment

*The Southwester* can accept payment by checks made out to *The Southwester (SWNA)*. After publication, invoices are mailed to the advertiser, with payment due in 15 days.

## Discounts for Pre-payment

Ads paid for in advance of the first deadline date may take the following discounts:

|                         |                     |
|-------------------------|---------------------|
| Three months in advance | 10% off total price |
| Six months in advance   | 20% off total price |
| 12 months in advance    | 25% off total price |

## Pre-printed insert rates

\$50 per thousand papers. Folded preprints no larger than 6" by 9".

Contact *The Southwester* for details

## Electronic Transmission

*The Southwester* is produced electronically with direct transmission to our printer. We accept ads on disk or via e-mail. Ads with images should be submitted in a TIFF, JPEG or PDF format or as a clear hard copy.

## **Policies**

All advertisements are subject to final approval by the editor.

The advertiser and/or advertising agency agrees to assume responsibility and liability for the content of advertisements and to defend and indemnify *The Southwester* against any and all liability, loss, or expense arising from claims of libel, unfair competition, unfair trade practice, infringement of trademarks, trade names or patents, violations of rights of privacy and infringement of copyrights and proprietary rights resulting from the publication of the advertiser's advertisement.

The right is reserved to insert the words "Paid Advertisement" above and/or below any copy that in any way resembles editorial content.

*The Southwester* shall not be liable for slight changes or typographical errors that do not decrease the value of an advertisement. Nor will *The Southwester* be liable for any other errors appearing in the advertisement unless corrected copy is received before the copy deadline with corrections plainly noted thereon. Liability, where there is any, is limited to the cost of the ad in question. Advertisers will be charged an additional \$30 for any check returned by the bank.

Advertisements canceled after the publication deadline will be charged in full. Display ad position requests will be taken into consideration but not guaranteed.

### **Agreement by advertiser to these policies**

The advertiser's submission of copy and/or images for inclusion in an advertisement shall constitute agreement to the above policies.