



The Southwester

www.swdc.org

Copyright © 2008 Southwest Neighborhood Assembly, Inc., All rights reserved.

December 2008

Circulation 12,000

FREE!

Published by The Southwest Neighborhood Assembly, Inc. — a 501(c) (3) charitable and educational corporation. Leave your message at 202-554-8560 or thesouthwester@yahoo.com

Advertise with *The Southwester*

Benefit From Our High Circulation and Visibility

The Southwester is a free monthly publication offering business and community news to residents of Southwest and Near Southeast Washington.

We distribute 12,000 printed copies each month to apartment buildings, condominium and cooperative communities, local businesses, and through our network of more than 20 newspaper boxes positioned in high-traffic locations throughout the neighborhood.

Enjoy Extremely Competitive Advertising Rates

We can offer these low rates because we are a non-profit newspaper, staffed by volunteers. Ads in *The Southwester* cost considerably less than comparable ads in other D.C. neighborhood publications. And, we give you color printing at no extra charge.

Advertise to a Rapidly Growing Neighborhood

New residents always need new places to eat, shop, and gather. In the last four years more than 1300 housing units have gone up in Near Southeast, and an additional 921 are currently being built. In Southwest, over 1700 new apartments and condos have been approved for construction.

Build Community Goodwill

The Southwester is published by the Southwest Neighborhood Assembly, Inc., a non-profit, 501(c)(3) organization that works to further charitable and educational goals in the neighborhood.

Monthly Advertising Rates and Information

| | |
|-------------------------------------|-------|
| Full Page (10 x 13-3/4 in.) | \$625 |
| Half Page (10 x 6-7/8 in.) | \$350 |
| Quarter Page (5 x 6-7/8 in.) | \$200 |
| Eighth Page (2-1/2 x 6-7/8 in.) | \$110 |
| Sixteenth Page (2-1/2 x 3-7/16 in.) | \$60 |
| Business Card | \$65 |

The Southwester carries four columns, each 2.5 in. wide. Each page has a printed area of 10 x 13-3/4 in. Rates are effective with the May, 2009 issue.

Discounts Available

Pre-pay for five monthly issues and get your sixth issue free.

Pre-pay for nine issues and get 12 issues (last 3 issues free).

Payment and Billing

We accept payment by checks made out to "*The Southwester* (SWNA)." *The Southwester* bills quarterly, with payment due in 15 days.

Publication Schedule and Advertising Deadline

Advertisements are due the first Wednesday of a month for the next month's issue. For example, material for the July issue would be due the first Wednesday in June.

Pre-Printed Insert Rates

The Southwester can include your pre-printed insert for \$50 per 1000 papers. We can accept folded preprints up to 6 x 9 in.

Advertising Policies

All advertisements are subject to final approval by the editor.

The Southwester reserves the right to insert the words “Paid Advertisement” above and below any copy that in any way resembles editorial content.

The advertiser and advertising agency, if applicable, agrees to assume responsibility and liability for the content of advertisements and to defend and indemnify *The Southwester* and the Southwest Neighborhood Assembly 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 material.

The Southwester shall not be liable for slight changes or typographical errors that do not decrease the value of an advertisement. *The Southwester* shall not be liable for any other errors appearing in material when submitted by the advertiser unless corrected copy is received before the copy deadline with corrections plainly noted.

The Southwester's and Southwest Neighborhood Assembly's liability for errors, where there is any, is limited to the cost of the ad in question. If *The Southwester* is responsible for any significant errors or omissions, the advertiser's only remedy shall be to have a corrected advertisement run in a subsequent issue of *The Southwester*.

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 material for inclusion in an advertisement constitutes agreement to the above policies.