

## AGASSIZ BALDWIN COMMUNITY WHISTLER AD INFORMATION

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### **ABOUT THE WHISTLER:**

The official newsletter of the Agassiz Neighborhood since 1970, *The Whistler* has a circulation of approximately 2,000. Most are sent via email, some are mailed, and the rest left with neighborhood businesses for residents to retrieve. A PDF version is also available for download on the Agassiz Baldwin website at [www.agassiz.org](http://www.agassiz.org). There are ten editions during the calendar year, starting with September and ending in June. The newsletter is also available by request to all interested residents.

### **ABOUT THE ADS:**

*The Whistler* ads are available in Business Card and Double Business Card size. The fees for each, respectively, are \$50 and \$100. For every four ads purchased, the fifth is free. They can be purchased singularly, seasonally, or for the entire 10-month circulation. See below for more information.

Ad Size	1 Month	5 Month Season includes 1 Free Ad	10 Month Year includes 2 Free Ads
Business Card	\$50	\$200	\$400
Double Business Card	\$100	\$400	\$800

We prefer that ads/business cards be scan-ready or emailed as picture files (for example: bmp, jpeg, or gif) so that we can easily upload them to our newsletter software. Also, the ABC is happy to work with anyone who needs help creating a suitable ad.

An ad should be submitted by the 15<sup>th</sup> of the month prior to the month it is to appear in *The Whistler*. For example, an ad to appear in the November newsletter must be emailed or mailed to the ABC no later than October 15<sup>th</sup>. If changes are made to an existing ad, the newest version must be substituted within two weeks of printing.

ABC retains the right to decline any ad it deems inappropriate for the community.

### **BILLING:**

Ad fees are due *before* the ad is published in the newsletter. Advertisers who choose to purchase a full ten-month season can expect to be billed in August for September through January (January is free), and in January for February through June (June is free).

### **CONTACT INFORMATION:**

To place an ad in *The Whistler*, please contact the ABC Community Liaison at (617) 349-6287 x10 or [psinclair@agassiz.org](mailto:psinclair@agassiz.org).