

# Georgetown Village Condominium

ADMINISTRATIVE RESOLUTION NO. 99-04

## ADVERTISING POLICY FOR NEWSLETTER

1. Advertisements (or sponsor recognition) appearing in the Georgetown Village Condominium ("GVC") newsletter are not an endorsement or recommendation of the advertiser's product or service by GVC.
2. All advertising must be paid for at the time the advertisement is placed.
3. GVC reserves the right to refuse any advertisement and/or the right to return an advertisement to its originator for revision. Advertisements will be subject to review by the Marketing & Communications Committee, and if a conflict arises that the Committee cannot resolve, the GVC President.
4. Agency commissions are not paid.
5. All cancellations must be received in writing no later than one (1) week after the deadline for submitting articles for the issue in which the advertisement was to be placed.
6. Categories/prices for advertising:
  - a. Business Card: \$15/issue
  - b. Quarter Page: \$30/issue
  - c. Half Page: \$40/issue
  - d. Half Page/Back Cover: \$50/issue
  - e. Full Page: \$60/issue
  - f. Mailer Insert\*: \$50/issue

\* Advertiser to provide copies of the insert
7. All advertising is to be placed on a "Run of Publications" basis. No preferred space will be sold except premium locations.
8. All artwork must be camera-ready. GVC reserves the right to refuse to run an advertisement if the submitted copy is not clean enough.
9. Up to one-half page of space will be provided within each newsletter for non-commercial classified advertisements, to be offered, without charge, to owners. These advertisements are limited to twenty-five (25) words; telephone numbers will count as one (1) word. Owners may run only one such advertisement per issue. If there are more advertisements than available space, preference will be given to owners who have not previously run advertisements.

10. Deadline for submitting advertising: posted article deadline.
11. Persons and businesses submitting commercial advertisements for the GVC newsletter must complete an "Advertising Insertion Order" prior to, or at the time of submitting an advertisement.

**Approved Board of Directors**

**November 9, 1999**

**SAMPLE**

**Ad Submission Worksheet**

(to be prepared on GVC letterhead)

I, \_\_\_\_\_, represent that I am \_\_\_\_\_ (title) \_\_\_\_\_ of \_\_\_\_\_ (name of advertiser) \_\_\_\_\_, and am authorized to submit the attached [copy] for publication in the \_\_\_\_\_ (identify edition) \_\_\_\_\_ of the Georgetown Village Condominium (GVC) newsletter. I further represent that \_\_\_\_\_ (name of advertiser) \_\_\_\_\_ is authorized to use any trade names, trademarks and/or service marks appearing in attached [copy] for the purpose of advertising in the GVC newsletter, and that \_\_\_\_\_ (name of advertiser) \_\_\_\_\_ agrees to indemnify and hold harmless GVC from any and all costs arising out of the publication of the attached [copy] in the GVC newsletter.

Date: \_\_\_\_\_ By: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Advertiser: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Phone/Fax/e-mail: \_\_\_\_\_

Ad Size: \_\_\_\_\_ Amt due/ad: \_\_\_\_\_ Total Amt Due: \_\_\_\_\_ Amt Rec'd: \_\_\_\_\_

(Make checks payable to: GEORGETOWN VILLAGE CONDOMINIUM)

Issues to run ad: \_\_\_\_\_ Jan/Feb (publishes [date]) \_\_\_\_\_ Mar/Apr (publishes [date])  
\_\_\_\_\_ May/June (publishes [date]) \_\_\_\_\_ Jul/Aug (publishes [date])  
\_\_\_\_\_ Sep/Oct (publishes [date]) \_\_\_\_\_ Nov/Dec (publishes [date])

By: \_\_\_\_\_

**Approved Board of Directors**

**November 9, 1999**