



Village of Westchester

Newsletter Advertising Information

The Village publishes a monthly newsletter which is delivered to **over 7,200 households every month**. Additionally, copies are provided to the local library and several businesses for distribution, and the current newsletter as well as all previous issues are accessible on the Village's website. We would like to offer you the opportunity to be a part of this unique community production.

Due to the limited amount of space for advertisements, ad space is sold on a "first come, first served" basis. Ad size is determined by availability per newsletter issue. To secure advertising space, please fill out the [form on our website](#) or email info@westchester-il.gov. All interested parties will receive a confirmation email with deadline, pricing, payment, and submittal requirements. All ads must be submitted by the 10th of each month to be included in the subsequent month's issue.

Advertisement Size	Dimensions	Monthly Rate	Three Month Pre-Paid 5% Discount	Six Month Pre-Paid 10% Discount
1/8 Page Advertisement	5.125"W x 3.25"T	\$250.00	\$237.50	\$225.00
1/4 Page Advertisement	5.125"W x 6.50"T	\$500.00	\$475.00	\$450.00
Half Page Advertisement	10.25"W x 6.50T	\$750.00	\$712.50	\$675.00
Back Half Page Color		\$1,000.00	N/A	N/A
Full Page Advertisement	10.25"W x 13.00"T	\$1,000.00	\$950.00	\$900.00
Back Full Page Color		\$1,250.00	N/A	N/A

Please Note: Prices are subject to change upon Staff recommendation or Board Approval.

Questions: info@westchester-il.gov or (708) 345-0020.

Newsletter Submittal Requirements

Advertisements

Must be publish-ready and submitted preferably as PDF. TIF or JPEG files are also accepted.

All image files submitted should have a 300 dpi resolution to ensure the highest printing quality possible for your advertisement.

Photos

Must be submitted as TIF or JPEG files and should have a 300 dpi resolution to ensure the highest printing quality possible.

Articles

Must be submitted as a Word doc.

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Newsletter Advertising Policy

Introduction

The Village of Westchester produces a newsletter which is delivered to over 7,200 households and businesses at the beginning of each month. The most current newsletter is displayed on the Village homepage, and all previous issues are also accessible online. We would like to offer you the opportunity to be a part of this unique community production.

Advertisement Submittal Requirements

Advertisers must fill out the [request form](#) on the website or email info@westchester-il.gov to request an advertisement be placed in the newsletter. This must include the size of the requested advertisement. Due to the limited amount of space for advertisements, ad space is sold on a “first come, first serve” basis. Ad sizes are ultimately determined by availability per newsletter issue. If there is a change in the requested size due to availability, the advertiser will be contacted by the Village regarding the change. The advertisement will only be included if the advertiser confirms the change.

Advertising on the back page of the newsletter comes with a guaranteed color presentation. This premium spot is designed to give your advertisement maximum visibility and impact.

Beyond the back page, the newsletter is primarily printed in black and white. However, we receive a limited allotment of color pages in each edition. While these pages are typically reserved for Village items and not guaranteed for advertisers, occasionally your ad may be featured on one of these color pages by chance. This means there's an opportunity for your advertisement to stand out with a splash of color, even if it's not on the back page. Ads featured in color (beyond the guaranteed back page) will be rotated in each edition. Please note that specific requests for color placement (aside from the back page) cannot be accommodated.

Advertisements must be received by the 10th of the month prior to the issue. This means, to be placed in the December newsletter, all advertisements must be received in an acceptable electronic format by November 10th.

For each advertiser, contact information must be provided before the advertisement can be placed in the newsletter. This information will be collected on the [“Newsletter Advertising Request” form](#) on the website. This information must be updated annually by January 31st of each calendar year. If there are changes in the contact information, it is the responsibility of the advertiser to contact the newsletter with the updated information. This ensures that all advertisers can be contacted if there is a problem with their advertisement as well as provide the Village with needed information for invoicing purposes.

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Advertisement Payment

Advertisers will be invoiced the first full week of the month their ad is run by the Village Finance Department. Payment must be made within 30 days to avoid penalties. If payment is not made within the set thirty days, advertisers will be subject to a 10% late fee. If payment is not remitted within 60 days of the original invoice date, the account will be sent to our collection agency and advertising privileges may be suspended.

Discount Rates*

A discounted rate of 10% will be given for advertisers who commit to a consecutive 6-month advertisement. This advertisement must be paid in advance the first month the advertisement is run. During the committed time, the advertiser has the opportunity to change the content of their advertisement, excluding the size of the advertisement.

A discounted rate of 5% will be given to advertisers who commit to a consecutive 3-month (seasonal) advertisement. This advertisement must be paid in advance the first month the advertisement is run. During the committed time, the advertiser has the opportunity to change the content of their advertisement, excluding the size of the advertisement.

**Discount rates do not apply to back page.*