

Dear Advertiser,

The Oakhurst Leaflet is a monthly publication of the Oakhurst Neighborhood Association (ONA). Our mission is to provide a channel for communication within the Oakhurst community. This channel includes not only the residents but our local and surrounding businesses. Thank you for your interest. We are excited to count you as a supporter of our community. Please find below information that will help you determine your advertisement particulars.



Distribution

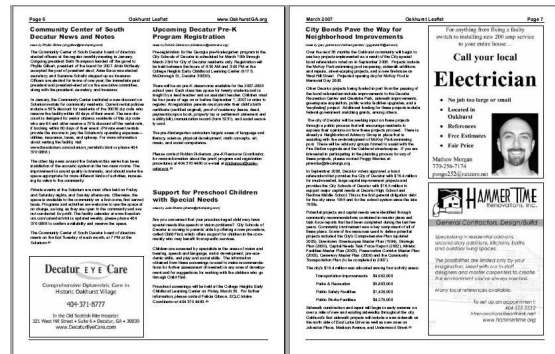
The Leaflet distribution area includes the Oakhurst, MAK and College Heights districts to total more than 2000 households. We hand deliver to these households on a monthly basis. Retail distribution includes the Oakhurst Business District (in the Oakhurst "Village") and our businesses on W. College Avenue. In this way our content and advertisements reach more than 200 additional neighboring citizens and business patrons each month. Civic distribution includes the Decatur City Commissioners, Decatur School Board members, DeKalb Chamber of Commerce, DeKalb Convention and Visitors Bureau, local Real Estate professional organizations, and the Atlanta Journal and Constitution.

All back issues have been posted to www.OakhurstGA.org complete with advertisements and full text search capabilities for Oakhurst expatriates and for those outside our distribution area.

High Content to Advertising Ratio, High Value

The Leaflet provides value to both our readership and advertisers by maximizing specifically local and previously unpublished content and minimizing ad space.

Our readers appreciate our local focus. Our 50 delivery volunteers are routinely stopped in the streets for compliments and conversation. We hear often that the Leaflet is the only vehicle by which our citizens are made to feel a part of a community. We often hear that by our publication, read it cover to cover, and patronize the advertisers. We make special strides to research and publish content found in no other place. Each advertisement is therefore worth more as ads do not compete with each other to the degree as in other publications.



Advertisement Priorities

Due to the limited advertisement space and our publications popularity we often maintain a waiting list for advertisements positions. Priority on the waiting list is offered to those who submit finished artwork and is maintained in the order of submittal (i.e. date/time).

Existing advertisers have the option of continuing their advertisement before the slot is opened to new advertisers on the waiting list. The existing advertiser need simply pay the appropriate advertising fee before the deadline to continue their run. If payment is not received by the deadline the advertising slot becomes available to the next advertiser in line.

Advertisement Dimensions:

The following advertisement sizes are available. Advertisements submitted either under or over size will be scaled to fit.

Size	Dimensions	Monthly Rate	3 Mo. Rate*
1/8 Page	3.65" Wide by 2.35" Tall	\$45	\$40
1/4 Page	3.65" Wide by 4.8" Tall	\$85	\$75
1/2 Page Vertical	3.65" Wide by 9.8" Tall	\$155	\$135
1/2 Page Horizontal	7.5" Wide by 4.8" Tall	\$155	\$135

* "3 Mo. Rate" is the monthly rate if paid for three months in advance.

Payments must be received in advance of the deadline for each month.

Advertising Submission

Because the Leaflet is produced entirely by volunteers, we can only accept camera-ready advertisements. The Leaflet production staff cannot create advertisements from scratch or make modifications to existing ads.

All ads must be submitted in one of the following electronic formats: PDF, JPG, or BMP with a minimum resolution of 300dpi.

The Leaflet is printed in black-and-white and cannot be responsible for any degregation in quality at print time if a color artwork (non black-and-white) is submitted.

Mail checks to P.O. Box 362, Decatur, GA 30030

In the memo, please include the following:

- 1) The issue(s) in which the ad should run
- 2) The size of the ad. Please specify "Vertical" or "Horizontal" for 1/page ads.
- 3) The number of months the ad should run

Email the camera-ready advertisement to leafletadvertising@oakhurstga.org

Ad Sizes

*Not shown:
1/2 Page Vertical (4.8" Wide by 9.8" Tall)*

