



Hickory Ridge Community Association

6175 Sunny Spring, Columbia, Maryland 21044 • 410 730-7327
www.hickoryridgevillage.org • www.thehawthorncenter.org

2019 Advertising in *The Log*

Hickory Ridge’s newsletter, *The Log*, is delivered monthly as an insert in the Columbia Flier to homes and businesses in Hickory Ridge, plus several residences in Harper’s Choice, Town Center, Wilde Lake, Dorsey’s Search and Rivers Edge. In addition, we have an E-newsletter that is distributed to our email list and on our Facebook page every other week.

Paper Circulation: 17,100
Electronic Circulation: 1,100+

Ad Sizes:

Business Card - 2.5” x 3.5”, vertical orientation
1/4 page - 5.5” x 3.5”/ horizontal orientation or
 2.75” x 6”/ vertical orientation

Hard Copy Newsletter Insert AD Pricing (includes e-newsletter AD for same publication):

- Business Card - \$70/issue
- 1/4 page - \$100/issue

E-newsletter AD Pricing:

- One size (scaled to fit) - \$20/issue

Advertising Policies and Guidelines:

- Your payment reserves your space.
- All copy must be submitted electronically and camera ready.
- Ads should be submitted as a JPEG, PDF or GIF image file to: manager@hickoryridgevillage.org. JPEG and GIF files are preferred. PDF and image files should be at least 300dpi at their published size.
- Basic ad creation services are available for a flat \$50 fee.
- Ads submitted in other sizes or with the wrong orientation may be resized to fit our format at the discretion of the Editor.
- We are not responsible for proofreading. Please verify that your ad is correct before submitting it.
- Keep in mind that advertising space is limited and fills quickly.
- We reserve the right to refuse any ad that we deem inappropriate.

Ad Deadline Date	Publication Date	Newsletter Type
December 12	January 10	Insert/E-newsletter
January 14	January 24	E-newsletter only
January 21	February 7	Insert/E-newsletter
February 11	February 21	E-newsletter only
February 18	March 7	Insert/E-newsletter
March 11	March 21	E-newsletter only
March 18	April 4	Insert/E-newsletter
April 8	April 18	E-newsletter only
April 22	May 2	Insert/E-newsletter
May 6	May 16	E-newsletter only
May 20	June 6	Insert/E-newsletter
June 10	June 20	E-newsletter only
June 24	July 11	Insert/E-newsletter
July 15	July 25	E-newsletter only
July 22	August 8	Insert/E-newsletter
August 12	August 22	E-newsletter only
August 19	September 5	Insert/E-newsletter
September 9	September 19	E-newsletter only
September 16	October 3	Insert/E-newsletter
October 7	October 17	E-newsletter only
October 21	November 7	Insert/E-newsletter
November 11	November 20	E-newsletter only
November 18	December 5	Insert/E-newsletter
December 9	December 19	E-newsletter only