



## Advertising Policy for CCCA Newsletter

### 1. About the CCCA Newsletter

The CCCA newsletter is published and distributed by the Cardinal Creek Community Association three times a year to the 2200 households within its Association boundaries. Editorial content includes local topics of interest, upcoming events and activities of the Association, as well as recent accomplishments of the CCCA. Contributions from members of the public are also welcome.

The annual publishing schedule is:

- Winter Edition: delivered in late January or early February
- Spring/Summer Edition: delivered in late May
- Fall Edition: delivered in late September or early October

*Bilingualism:* The newsletter will incorporate editorial content in both official languages. Content that is readily translated (e.g. description of CCCA and its mandate, upcoming meeting schedules, etc.) will be included in both languages, as will the President’s Message in all editions. Other editorial content will be presented in the language of the contributor with a disclaimer that unilingual content is also available in the other official language on the CCCA website. Advertisements will be presented in the language(s) that they are provided.

### 2. Benefits of Advertising

Advertising within the CCCA newsletter offers the following benefits:

- Direct exposure to over 2200 households within the CCCA boundaries.
- Sponsor recognition on the official CCCA website.

### 3. Advertising Rates

The CCCA newsletter will have the following advertising rates for its 2007 editions:

Ad size	Single Edition – First Page	Single Edition – Page 2 and beyond	Annual Rate (3 editions) – First Page	Annual Rate (3 editions) – Page 2 and beyond
1/8 page (4”w x 2 ½”h)	\$125	\$100	\$300	\$250
1/4 page (8”w x 2 ½”h or 4”w x 5”h)	\$250	\$200	\$600	\$500
1/2 page (8”w x 5”h)	Not available	\$400	Not available	\$1000
Full page (8”w x 10”h)	Not available	\$800	Not available	\$2000

NOTE: The newsletter will be produced on 11” x 17” paper, folded to create 4 pages of 8 1/2” x 11” (portrait orientation) opening like a book. If a particular edition requires more than 4 pages, page counts will be kept in multiples of 4. Printing will be in black-and-white.



#### **4. Ad Placement**

Advertising space will be allocated as follows within a particular edition of the CCCA newsletter:

- Total ad presence for a particular edition will not exceed 1/3 to 1/2 of the overall newsletter space.
- Ads will be stacked from the bottom of a page upwards in accordance with common newspaper layout principles.
- No more than ¼ of the front page will be allocated to ad presence.
- Full page ads will only be available for newsletters that exceed 4 pages.

#### **5. Ad Format**

Ads must be provided electronically (e.g. Photoshop, PDF, etc.) by the deadline date for a particular edition.

#### **6. Payment**

Cheques are payable to the "CCCA" and must be mailed or delivered to: 1917 Caprihany Way, Ottawa, Ontario K4A KP4 by the deadline date for a particular edition.

#### **7. About the CCCA**

The Cardinal Creek Community Association represents the interests of the growing communities along the Trim Road corridor. It is a not-for-profit organization of community volunteers who are interested in making the community a better place to live. The mandate of the CCCA includes:

- Educating and informing residents about local issues (infrastructure, parks and recreation, etc.)
- Lobbying on behalf of residents on areas of common concern (increasing available parkland, reducing Trim Rd. speed limit, improving snowmobile safety, etc.)
- Organizing community events and activities (garage sales, community cleanup days, barbeques, etc.)
- Providing a forum for discussion between residents and local elected officials and candidates

For more information about the CCCA and its current initiatives, please contact the Association at [cardinalcreek@rogers.com](mailto:cardinalcreek@rogers.com) or its president Sean Crossan at [fincross@rogers.com](mailto:fincross@rogers.com) or at 613.841.0348. Also, be sure to visit the CCCA website at [www.cardinalcreek.org](http://www.cardinalcreek.org). Regular meetings of the Cardinal Creek Community Association are held the 1<sup>st</sup> Thursday of every month (except July & August) at the South Fallingbrook Community Center at 7 pm. Everyone is welcome.