



## Alexandria Times Super Discount Offers for Spring2ACTION

Greetings Spring2ACTION Leaders,

The Alexandria Times would like to help promote Spring2ACTION to our readers and so we are offering a **special nonprofit section on Thursday, April 19**, the edition that runs before Spring2ACTION on April 25.

Here are the two offers:

1. For the entire month of April (all four editions), any nonprofit may run a full page color ad for only **\$500**. A full page black and white ad usually costs \$1,375 plus an additional \$125 for color. This \$500 ad must be paid for in full prior to publication.
2. In addition, on April 19, the Thursday before Spring2ACTION, the Alexandria Times will run a special nonprofit section. Here are the prices and conditions:
  - The Alexandria Times will create the Spring2ACTION banner to go across the top for the page or pages of the nonprofit ads in the April 19 edition of the Alexandria Times.
  - Any nonprofit that commits by **Tuesday, April 3** to running an ad in the Alexandria Times' April 19 edition, will have a **25% discount off of any ad, any size, if they prepay**. That is to say, the nonprofit has to pay for the ad by 5 pm on Tuesday, April 3, 2018.
  - **After April 3**, there is a **15% discount on any ad**, any size for a nonprofit that wants to advertise in the April 19 nonprofit section. And, **the nonprofit can save another 5% if they prepay** for the ad, but they don't have to prepay to get at least 15% off.
  - All color charges are waived, and
  - The Alexandria Times can create the ads for the nonprofits for no additional charge. If the Alexandria Times is creating the ad, all ad materials such as the logo, text and photos, must be sent to the Alexandria Times **by Wednesday, April 11**.

The Alexandria Times' rates are as follows (with all color charges waived and before any discounts):

- 1/4th page is \$365 or \$273.75 with a 25% discount
- 1/8th page is \$185 or \$138.75 with a 25% discount
- 1/16<sup>th</sup> page is \$92.50 or \$69.38 with a 25% discount

Please let Marty DeVine know if you have any questions ([mdevine@alextimes.com](mailto:mdevine@alextimes.com) or 571-236-6471).