



Spring2ACTION

Alexandria's Giving Day

Presented by ACT for Alexandria

Alexandria Times April Promotion

The Alexandria Times would like to help promote Spring2ACTION to their readers by offering special promotions during the month of April.

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.

In addition, on April 19, the Thursday before Spring2ACTION, the Alexandria Times will run a special nonprofit section.

Here are the prices and conditions (aka the fine print):

- 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 [Friday, March 30](#), to running an ad in the Alexandria Times' April 19 edition, will receive 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 March 30, [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.
- 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, before any discounts, are as follows:

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

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