

# 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 4**, the edition that runs before Spring2ACTion on April 10. In addition, there are special super nonprofit print ad discounts for the entire month of March!

Here are the two offers:

1. For the entire month of March (all four editions) and April 4, any nonprofit may run a full-page color ad for only **\$500** (usually \$1,500), or new this year, a **half page ad for \$250** (usually \$725). The \$500 ad and the \$250 half page ad must be paid prior to publication.
2. In addition, on April 4, 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 4 edition of the Alexandria Times.

- Any nonprofit that commits by **Friday, March 22** to running an ad in the Alexandria Times' April 4 edition or any edition in March, will have a **25% discount off of any print ad, any size, if they prepay**. That is to say, the nonprofit must pay for the ad by 5 pm on Friday, March 22, 2019 to get the 25% discount.

- **After March 22**, there is a **15% discount on any ad**, any size for a nonprofit that wants to advertise in the April 4 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 Friday, March 22**.

The Alexandria Times' nonprofit rates are as follows (with all color charges waived):

- 1/4th page is \$375 or \$281.25 with a 25% discount
- 1/8th page is \$190 or \$142.50 with a 25% discount
- 1/16<sup>th</sup> page is \$95.00 or \$71.25 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).