



**THE MEADOWS**  
COMMUNITY ASSOCIATION, INC.

**ADVERTISING RATES & MEDIA KIT 2021**



## THE MEADOWORD

*The Meadoword* is a monthly tabloid newspaper, published by The Meadows Community Association for the residents of The Meadows community. The paper is a minimum of 32 to a maximum of 40 pages of content and advertising. Distribution includes mailing to 3,500 residences plus The Meadows Shopping Village, The Meadows Country Club, Aviva—A Campus for Senior Life, Tarpon Point, The Meadows Community Association, community businesses, and subscriptions to absentee owners.

### OUR READERSHIP

74% Read every issue

77% Read the Meadoword for:

- Community News
- Information on activities & upcoming events
- Advertising

### READERSHIP ACTION FROM READING

74% Attended an Event

60% Saved an article or issue

62% Read to find products and services of interest

54% Purchase products or services from ads

## The Meadoword

Community News Source of The Meadows Since 1983

### Publisher

Frances Ripponi  
MCA General Manager

### Distribution

MCA

### Meadows Community Association

2004 Longmeadow  
Sarasota, Florida 34235  
Phone: 941.377.2300  
Fax: 941.377.2248

[marketing@meadowsca.com](mailto:marketing@meadowsca.com)



**PAYMENT FOR ADVERTISING**

Payment for all advertising purchased is due upon deadline for ad placement. Should the advertiser not make timely payment, the advertiser agrees to indemnify *The Meadoword* / The Meadows Community Association for all expenses incurred in connection with the collection of amounts payable, including interest, court costs and attorney fees.

**TYPOGRAPHICAL ERRORS, INCORRECT INSERTIONS OR OMISSIONS**

*The Meadoword* / The Meadows Community Association will not be liable for typographical errors, incorrect insertions or omissions. Such errors in advertisements submitted in digital format from other sources will not be compensated for. Such errors will not invalidate the advertiser’s contract.

**INCORRECT RATES ON ORDER FORMS**

When orders are forwarded by the advertiser or its agency which contain incorrect rates or conditions, the advertising called for will be inserted and charged at the correct rate in force governing such advertising as provided in *The Meadoword* rate card, and in accordance with the conditions contained within the advertiser’s contract.

**POSITIONING OF ADVERTISEMENTS**

Positioning of advertisements within the pages of *The Meadoword* is not guaranteed. *The Meadoword* will make reasonable effort to position the advertiser’s message where requested, but no adjustments will be made due to noncompliance. No orders will be accepted on a “position or omit” basis.

**RIGHT TO EDIT OR REJECT**

*The Meadoword* may, at its sole discretion, edit, classify, or reject at any time, any advertising submitted by an advertiser, even if the advertisement has previously been accepted. *The Meadoword* reserves the right to put a border around any advertisement. *The Meadoword* / The Meadows Community Association reserves the right to reject any subject matter that can be deemed libelous, detrimental or inflammatory in nature toward another business entity.

**PHOTOGRAPHS**

Photographs of individuals used in advertising must be accompanied by a model release from said individual.



### **INTELLECTUAL PROPERTY**

Advertisers may not use the name of another business to market itself, and may not use the logo of other business entities in their advertisements without that business' written consent.

Advertisers may not use registered trademarks of *The Meadoword* / The Meadows Community Association or any other entity without conforming to trademark law.

### **INDEMNIFICATION**

*The Meadoword* / The Meadows Community Association will not knowingly publish any advertisement that makes claims that are contrary to law. The advertiser agrees to indemnify, defend and hold harmless *The Meadoword* / The Meadows Community Association from all claims (whether valid or invalid), suits, judgments, proceedings, losses, damages, costs and expenses, of any nature whatsoever (including attorney fees) for which *The Meadoword* may become liable by reason of the publication of the advertiser's advertisement.

### **FORCE MAJEURE**

All insertions and contracts are conditional on strikes, fires, hurricanes, acts of God, acts of the public enemy, war, or any cause not subject to the control of *The Meadoword* / The Meadows Community Association, excluding the advertiser's failure and/or ability to perform.

### **JOINT AND SEVERAL LIABILITY**

If an advertiser utilizes an agency, advertiser and agency will be jointly and severally liable for complying with all terms of the advertiser's contract, and the policies in this rate card, including payment for all advertising.



# PRESS-READY & MECHANICAL SPECIFICATIONS

## PRESS-READY ADS/ELECTRONIC TRANSMISSION

A press-ready or camera-ready ad is an ad that is provided to *The Meadoword* complete and ready for reproduction. Electronic transmission is an ad that is submitted to *The Meadoword* in an electronic format, preferably a PDF with the correct pagination. Please ensure that when submitting press-ready ads that they meet the electronic specifications and are complete and ready for publication.

*The Meadoword* will check each file for correct toning, size and resolution setting. Images within your PDF should be saved at a minimum of 300 dpi.

When saving PDF files please use PDF/X-aa:2001 preset. Ads in these formats may or may not be editable.

All PDFs should be supplied as single pages and not spreads, unless the ad is a true double truck.

Quark, PageMaker, CorelDraw, PowerPoint, Publisher or Microsoft Word documents are NOT acceptable files.

## COLOR

All colors and images must be designated CMYK process color. All PMS color swatches that will be printed in CMYK must be converted to CMYK values. Unused PMS color swatches should be deleted. Black text must be 100% black and not CMYK black (registration).

## ARTWORK/IMAGES

Images should be correctly positioned and linked.

Artwork/images should be saved at a minimum of 300 dpi and correctly sized to the exact ad dimensions.

## FONTS

Reverse type that is less than 6 points will not be accepted.

## AD SUBMISSION

Press-ready files or images may be emailed to *The Meadoword* at [marketing@meadowsca.com](mailto:marketing@meadowsca.com). Please include advertiser information, publication and publication date.



# THE MEADOWWORD

## AD SIZES and RATES

<p><b>VERTICAL</b> 2.47" W x 7.5"H Black/White: \$85 Full Color: \$135</p>	<p><b>VERTICAL HALF PAGE</b> 5.1067" W x 15.38" H Black/White: \$430 Full Color: \$580</p>	<p><b>QUARTER PAGE</b> 5.1067" W x 7.5" H Black/White: \$215 Full Color: \$317</p>	<p><b>FULL PAGE</b> 10.3731" W x 15.376" H Black/White: \$860 Full Color: \$1060</p>
<p><b>HORIZONTAL</b> 5.1067" W x 3.5739" H Black/White: \$110 Full Color: \$160</p>		<p><b>HORIZONTAL HALF PAGE</b> 10.3731" W x 7.5"H Black/White: \$430 Full Color: \$580</p>	<p><b>BIZ DIRECTORY</b></p> <p><b>BIZ Card</b> 3.5" W x 2" H \$45</p> <p>Flat rate. Includes COLOR. No discount for BLACK &amp; WHITE Space is limited—first-come, first-served</p>

**MEADOWORD ADVERTISING CONTRACT—JAN '21–JAN 2022**

*This contract may be subject to change.*

Business Name \_\_\_\_\_ Phone \_\_\_\_\_  
 Contact Name \_\_\_\_\_ Phone \_\_\_\_\_  
 Ad Agency Name (If applicable) \_\_\_\_\_ Phone \_\_\_\_\_  
 Billing Address \_\_\_\_\_ Email \_\_\_\_\_

Insertion Months	Ad Sizes	B/W Cost	Color Cost
<input type="checkbox"/> JAN	<input type="checkbox"/> Vertical—2.47"x 7.5"	<input type="checkbox"/> \$85	<input type="checkbox"/> \$135
<input type="checkbox"/> FEB	<input type="checkbox"/> Horizontal—5.1067"x 3.5739"	<input type="checkbox"/> \$110	<input type="checkbox"/> \$160
<input type="checkbox"/> MARCH			
<input type="checkbox"/> APRIL	<input type="checkbox"/> Quarter Page—5.1067"x 7.5"	<input type="checkbox"/> \$215	<input type="checkbox"/> \$317
<input type="checkbox"/> MAY	<input type="checkbox"/> Horizontal Half Page—10.3731"x 7.5"	<input type="checkbox"/> \$430	<input type="checkbox"/> \$580
<input type="checkbox"/> JULY			
<input type="checkbox"/> SEPT	<input type="checkbox"/> Vertical Half Page—5.1067"x 15.38"	<input type="checkbox"/> \$430	<input type="checkbox"/> \$580
<input type="checkbox"/> OCT	<input type="checkbox"/> Full Page—10.3731"x 15.3767"	<input type="checkbox"/> \$860	<input type="checkbox"/> \$1060
<input type="checkbox"/> NOV			
<input type="checkbox"/> DEC	<input type="checkbox"/> BIZ Card—3.5" x 2"	<input type="checkbox"/> \$45	Included
<input type="checkbox"/> JAN '22			

**ATTENTION ADVERTISERS:** The contract, camera-ready art and payment MUST be received by the first Monday, one month prior to the first insertion month of the Contract. **Nonpayment of an ad by the deadline will result in a non-insertion.**

**If your contract is for multiple months, FULL payment of the contracted amount must be paid by the first monday prior to the first month insertion.**

**Checks payable to:** The Meadows Community Association, Inc.

**TOTAL AMT DUE:** \_\_\_\_\_  PAID  Cash  Check # \_\_\_\_\_

- **Press ready specifications**—Save all camera-ready art as PDF files, 300 DPI, in CMYK if you contracted a color ad, If you contracted a black /white ad, choose grayscale. Refer to the press ready/mechanical specifications page within the media kit, for more information.
  - **Camera-Ready Artwork**—All ads must be camera-ready. **The Meadoword does not offer production services and will not make any changes to ads.** The advertiser is responsible for submitting their camera-ready artwork by the deadline. **All proofing is the sole responsibility of the advertiser prior to submission.** Please see Press-Ready Specifications in *The Meadoword* media kit for detailed information. Send all camera-ready art to [marketing@meadowsca.com](mailto:marketing@meadowsca.com)
  - **Payment Policy**—Payment is due on the 1st Monday of the month prior to the ad placement. If the 1st Monday falls on a holiday, payment is due the previous business day. We accept CASH or CHECKS only, payable to MCA. We do not accept credit cards. **Nonpayment by deadline will result in non-insertion.**
  - **Payment Required by Deadline**—Nonpayment of an ad by the deadline will result in a non-insertion.
  - **Frequency Contracts**—Frequency contracts guarantee placement for the months contracted. If you are contracting for more than one month, your payment must be for the amount of months contracted. These contracts are not subject to cancellation.
  - **Advertising Policy for Meadows' Residents**— For services advertised by Meadows residents, all work and business will be conducted at the clients' homes. Individual condominium or homeowner associations may have stricter rules than the MCA. I have read and understand the above policy.
  - **Advertising Agencies**—The undersigned agrees to place an advertisement in *The Meadoword* on behalf of their client (see Business Name). If an advertising agency is the responsible party for payment, call MCA ACCT at 941-377-2300 to discuss.
- The undersigned agrees with the terms of this advertising contract as specified above.

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 Advertiser Date *The Meadoword* Date