

Meadoword

The Meadows Community News and Lifestyle



THE MEADOWS
COMMUNITY ASSOCIATION, INC.

ADVERTISING RATES & MEDIA KIT 2026-2027



THE MEADOWWORD

The Meadowword is a monthly tabloid newspaper, published by The Meadows Community Association for the residents of The Meadows community. The paper is 20-24 pages of content and advertising, although some issues are larger. Distribution includes mailing to 3,450 residences plus The Meadows Shopping Village, The Meadows Country Club, Aviva—A Campus for Senior Life, The Meadows Community Association, community businesses, and subscriptions to absentee owners.

OUR READERSHIP

88% Read the Meadowword 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

Meadowword, advertisers get a great value for their dollar due to the repeated exposure.

Print — mailed to every residence in The Meadows.

Digital — emailed to over 4,500 residents.

Website — The Meadowword is posted on MCA's two most visited pages; the homepage, and News and Resource/ Meadowword issues are archived on our website, so residents can reference them at anytime and many do!

The Meadowword

Community News Source of The Meadows Since 1983

Publisher

Frances Rippcondi
MCA General Manager

Editor

Luisa Vavra

Distribution

MCA

Meadows Community Association

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

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. Please include advertiser information, publication and publication date.

THE MEADOWORD

AD SIZES and RATES

VERTICAL

2.47" W x
7.5" H
Black/White:
\$125
Full Color:
\$145

VERTICAL HALF PAGE

5.1067" W x 15.38" H
Black/White: \$430
Full Color: \$580

FULL PAGE

10.3731" W x 15.376" H
Black/White: \$860
Full Color: \$1060

HORIZONTAL

5.1067" W x 3.5739" H
Black/White: \$135
Full Color: \$165

QUARTER PAGE

5.1067" W x 7.5" H
Black/White: \$240
Full Color: \$320

FULL PAGE

10.3731" W x 15.376" H
Black/White: \$860
Full Color: \$1060

HORIZONTAL HALF PAGE

10.3731" W x 7.5" H
Black/White: \$440
Full Color: \$580

BIZ DIRECTORY

BIZ Card
3.5" W x 2" H
\$55

Flat rate. Includes COLOR.

No discount for BLACK & WHITE
Space is limited—first-come, first-served



THE MEADOWS COMMUNITY ASSOCIATION
941-377-2300 • marketing@meadowsca.com
2004 Longmeadow, Sarasota, Florida 34235

MEADOWWORD ADVERTISING CONTRACT—JAN '26—JAN 2027

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 '26	<input type="checkbox"/> Vertical—2.47"x 7.5"	<input type="checkbox"/> \$125	<input type="checkbox"/> \$145
<input type="checkbox"/> FEB	<input type="checkbox"/> Horizontal—5.1067"x 3.5739"	<input type="checkbox"/> \$135	<input type="checkbox"/> \$165
<input type="checkbox"/> MARCH	<input type="checkbox"/> Quarter Page—5.1067"x 7.5"	<input type="checkbox"/> \$240	<input type="checkbox"/> \$320
<input type="checkbox"/> APRIL	<input type="checkbox"/> Horizontal Half Page—10.3731"x 7.5"	<input type="checkbox"/> \$440	<input type="checkbox"/> \$580
<input type="checkbox"/> MAY	<input type="checkbox"/> Vertical Half Page—5.1067"x 15.38"	<input type="checkbox"/> \$440	<input type="checkbox"/> \$580
<input type="checkbox"/> JULY	<input type="checkbox"/> Full Page—10.3731"x 15.3767"	<input type="checkbox"/> \$860	<input type="checkbox"/> \$1060
<input type="checkbox"/> SEPT	<input type="checkbox"/> BIZ Card—3.5"x 2"	<input type="checkbox"/> \$55	Included
<input type="checkbox"/> OCT			
<input type="checkbox"/> NOV			
<input type="checkbox"/> DEC			
<input type="checkbox"/> JAN '27			

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 week prior to the first month insertion and no later than the 10th.

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

• **Payment Policy**—Payment is due on the 1st week of the month prior to the ad placement. 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.

_____/_____
Advertiser Date **The Meadoword** / Date