



BRANDYWINE FARMS ASSOCIATION

REQUEST FOR AD – NEIGHBOR TO NEIGHBOR

Brandywine Farms Association is a group of neighbors with the collective goal of supporting and constantly improving the quality of life through facilitating neighborhood social activities and general neighborhood improvements in Brandywine Farms.

Brandywine Farm's newsletter, NEIGHBOR TO NEIGHBOR, is the official neighborhood newsletter that serves the community as a source of information and a vehicle for sharing ideas.

Advertising Audience and Benefits provided to Advertisers:

Published a minimum of 5 times a year, Brandywine Farm's "Neighbor to Neighbor" newsletter targets a readership of over 325 households and businesses with a readership estimated at over 800 individuals. Local businesses and politicians are included in the general readership. Advertising in the "Neighbor to Neighbor" newsletter represents an opportunity for your business to specifically target this defined audience. In addition, your support shows our residents that you/your business is willing to support our community.

About the Brandywine Farm's "Neighbor to Neighbor" newsletter

The newsletter is distributed a minimum of 5 times a year: May/June, July/August, September/October, November/December, and March/April. The purpose of the "Neighbor to Neighbor" newsletter is to facilitate communication sharing within our community.

The newsletter also highlights local initiatives within our community. The publication is a great economical way for advertisers on a strict budget to effectively reach the community on a regular basis. All income generated through advertising is directly used to pay for the printing and distribution of the newsletter. Any funds remaining will be utilized to support neighborhood activities (i.e. Entrance refurbishing, etc.)

General and Technical Guidelines

- The positioning of the ads in the "Neighbor to Neighbor" newsletter will be at the sole discretion of the administrator.
- All ads without a definitive border will be inset with one.
- Ads can be created based on advertisers requests at no additional charge.
- Camera ready ads are welcome
- Space is limited and granted on a first come, first serve basis. The administrator reserves the right to refuse advertising requests at will.



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FARMS

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RATES & AD OPTIONS

1 space ad	\$25. per edition	\$100. annual (5 + editions)
1 ½ space Ad	\$35 per edition	\$140. annual (5 + editions)
2 space Ad	\$45. per edition	\$180. annual (5 + editions)
3 space Ad	\$60. per edition	\$240. annual (5 + editions)
4 space (1/8 page)	\$80. per edition	\$320. annual (5 + editions)
8 space(1/4 page)	\$120. per edition	\$480. annual (5 + editions)
12 space (1/3 page)	\$175. per edition	\$700. annual (5 + editions)
16 square (1/2 page)	\$215. per edition	\$860. annual (5 + editions)

** To gauge ad size please review the May/June newsletter and note the following:

Spirit Martial Arts, Page 3 = 1 space
Avon, Page 4 = 1 ½ spaces
Ellendale's, Page 4 = 1 ½ spaces
Space identified on Page 2 = 2 space ad
Space identified on Page 4 = 3 space ad

Advertising Contact Information:

Brett Franklin – 615 202 9950
association@brandywinefarms.org
Brandywine Farms, P.O. Box 101, Old Hickory, TN 37138

Other:

*Advertising Donations should be made payable to:
Brandywine Farms Association
(All supporters will receive a receipt to document their donation)*

If you have a logo or other required, please email. If no artwork is available, an ad will be created and provided to the advertiser to proof and approve prior to publication