



eolneighbors.com
The East Oak Lane
Internet Advertising Guide
SPONSORED BY OLCAA
(215) 224-2777

OVERVIEW

Oak Lane Community Action Association (OLCAA) is a group of neighbors with the collective goal of supporting and constantly improving the **QUALITY OF LIFE** in East Oak Lane.

East Oak Lane's website, eolneighbors.com will be the official neighborhood website and therefore a highly visited site on the Internet.

We offer an economical way for advertisers on a strict budget to reach the community on a regular basis.

Site Visitation

Our current population is 1,700 households. Our audience includes OLCAA members, East Oak Lane residents, politicians, advocates, businesses and information seekers.



Ad Design

Our design company Gadfellows Design will prepare your ad in a professional manner. For original illustrations, involved camera work, or special order materials contact them for quotes at 215-301-9344.

Internet Ready Ads

Internet-Ready Ads can be submitted in a (???) file format directly to the OLCAA Communications Committee web administrator. *Gadfellows to provide size, etc once the advertiser's page is set-up!*

OLCAA will be ready to receive ads or graphics by email. Please check with *your* Communications Committee representative.

Ads can include one graphic, the company name, phone number, email address, web site URL and four lines of copy. The positioning of the ads on the OLCAA site will be on the professional services page and at the sole discretion of the OLCAA web administrator.

All ads without a definitive border will be inset with one.

Ads requiring resizing and reformatting will NOT be considered Internet-ready.

General & Technical Guidelines

Deadlines must be strictly adhered to.

Payment in advance is required on all new accounts.

Changes to the ads cannot be made during the 3, 6 or 12 month insertion run.

In some cases, a production fee will be charged for all first-time ad creations and for any minor changes thereafter.

Rates & Sizes

- \$ 120.00 for Three (3) Months
- \$ 200.00 for Six (6) Months
- \$ 350.00 for Twelve (12) Months
- OLCAA Member businesses are eligible for a 10% discount.
- Nonprofit organizations providing a 501C-3 certificate are eligible for a 10% discount.

Deadlines

Ad Space Reservation must be made one week prior to the insertion date.

Electronic submissions of ads and graphics must arrive to your OLCAA communications committee representative for confirmation.

eolneighbors.com
Insertion Order Form
(215) 224-2777

Business Name _____

Address _____

Phone () - Fax () -

Email _____

Please select all that apply:

- \$ 120.00 for Three (3) Months
- \$ 200.00 for Six (6) Months
- \$ 350.00 for Twelve (12) Months
- 10% discount (for OLCAA business members and Non-profits organizations with 501c-3 certification).

Internet Ready Submissions to OLCAA via:

- Disk
- Email to JoAnne L. Moore-Dent at mioshi2000@cs.com

Custom Ad Design Submissions by:

- Gadfellows Design
- Other _____
Agency - Contact Name and Phone

Payment Method: ___ Check/Money Order ___ Cash

Amount \$ _____ .00 Date _____, 2006

Signature

Company Representative