

**The OLCAA UPDATE**  
**P.O. Box 2926**  
The East Oak Lane  
**Newsletter 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 newsletter, OLCAA UPDATE is the official neighborhood newsletter that serves the community as a source of information, resources, and is a vehicle for sharing their ideas.

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

## Site Visitation

- ✓ Current circulation is up to 1,700 households.
- ✓ Distribution is bimonthly.
- ✓ Our audience includes OLCAA members, East Oak Lane residents, politicians, advocates, businesses and information seekers.

## Custom Ad Design



Your design must prepare your advertisement and submit it for insertion to your OLCAA communications committee representative.

## Camera-Ready Ads

Camera-Ready Ads can be submitted by email in JPEG, TIF or PDF file formats directly to Carmen Jimenez at [Carmen.jimenez@comcast.net](mailto:Carmen.jimenez@comcast.net).

The positioning of the ads in the OLCAA UPDATE newsletter will be 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 Camera-ready.

## General & Technical Guidelines

Deadlines must be strictly adhered to.

Payment in advance is required on all new accounts.

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

## Rates & Sizes

- \$ 30.00 for 1/8 page advertisement
- \$ 60.00 for \_ page advertisement
- \$ 120.00 for \_ page advertisement
- \$ 240.00 for Full page advertisement
- Six issues receive a 10% discount.

## Deadlines

Ad Space Reservation must be made at least one week prior to the publication date.

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

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*OLCAA Representative*

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*Amount Received*

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*Date*

*Revised 1-26-06*



# OLCAA UPDATE AD RATES

10% DISCOUNT FOR AST OLCAA MEMBERS & NON PROFITS

\$30 for 1/8 PAGE

2 x 3-1/2 inches

\$ 60 for \_ PAGE

\$ 120 for \_ PAGE  
\$ 280 FULL PAGE