

## Spruce Creek Fly-In UPDATE Advertising Application

### ADVERTISING POLICIES APPROVED BY SPRUCE CREEK PROPERTY OWNERS ASSOCIATION BOARD OF DIRECTORS

For a list of all requirements, refer to Advertising Specification Sheet available from the POA office

1. **Advertising deadline** is the **5<sup>th</sup> of the previous month** (i.e. November issue deadline is October 5<sup>th</sup>). Should the 5<sup>th</sup> fall on a weekend, the deadline is the Friday before. **Application and payment MUST BE received at the POA office by the deadline.** A PRINT COPY of any new ad should be provided with the ad file on a CD.
2. Ads placed for multiple months will be repeated only if payment has been received by the monthly deadline.
3. Advertisers must be Spruce Creek Fly-In residents or the business/service must be located in the Fly-In. An outside business must be owned & operated by a resident; all persons in the ad must be SCFI residents.
4. **Design, creation & preparation of the ad is the responsibility of the advertiser.** All ads must meet sizing, format & resolution requirements as stated in the Advertising Specification Sheet. *UPDATE* has the right to refuse any ad not consistent with the character of our community publication.
5. Make check payable to: **Spruce Creek POA**. For proper credit, include your business name on your check.
6. Questions regarding payments should be directed to the POA office.
7. Ad specifications questions should be addressed to the Advertising Manager at [scupdate-ads@earthlink.net](mailto:scupdate-ads@earthlink.net)

### ADVERTISER INFORMATION – PLEASE COMPLETE ALL FIELDS

**Business Name:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_

**SC Address:** \_\_\_\_\_ **Email:** \_\_\_\_\_

**Billing Address:** \_\_\_\_\_

**Phone #:** \_\_\_\_\_ **Fax#:** \_\_\_\_\_

### AD SIZE AND PLACEMENT DATE(S) ORDER

**Note:** “ADvantage” Card ads **must run** for a minimum of 3 consecutive months

√ Size Request	Ad Size	Ad Dimensions	Cost Per Issue
	“ADvantage” Card (B&W / Grayscale)	3.25 x 1.75	\$33 (3 month minimum)
	1/4 Page	4.417 x 3.5	\$95
	1/3 Page	4.417 x 4.75	\$150
	1/2 Page Horizontal	6.75 x 4.75	\$185
	Full Page *	Trim: 8.125 x 10.75	\$265
	Inside Covers *	Trim: 8.125 x 10.75	\$315
	Back Cover *	Trim: 8.125 x 10.75	\$370

**!!! Please √ each month the ad should run**

	January		July
	February		August
	March		September
	April		October
	May		November
	June		December

\* Special design requirements for all full page ads. Please review Advertising Specifications Sheet.

*I have reviewed the current **Advertising Specifications Sheet** for the UPDATE. Both my business and my ad(s) meet the requirements. Attached is payment payable to Spruce Creek POA in the amount of:*

\$ \_\_\_\_\_

Advertiser's Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Rec'd by POA On: \_\_\_\_\_  
(Date)

Application Yes No

Ad CD Yes No

Payment - Check #: \_\_\_\_\_

Reviewed by UPDATE: \_\_\_\_\_

Date: \_\_\_\_\_

**Application, full payment, CD with ad in final form & COPY OF AD should be submitted to the POA Office**

212-1 Cessna Blvd.

Phone: 386-760-5884

Fax: 386-761-7808