



**303-979-7499**

website: [www.ColoradoLasertype.com](http://www.ColoradoLasertype.com)

e-mail: [getinfo@ColoradoLasertype.com](mailto:getinfo@ColoradoLasertype.com)

*Serving homeowners associations for more than 26 years!*

## Advertising in the Homeowners Association Newsletters works!

Reach 31 neighborhoods,  
— **24,925 Homes** —

A business card-sized ad is as low as 4.1¢ per home or an insert for 9.1¢ per home!

**Call Colorado Lasertype Today!**  
**303-979-7499**

### **WE CAN DESIGN YOUR AD FOR YOU!**

*These are the approximate costs for us to design an ad for you:*

*BC: \$15 1/6: \$25 1/4: \$30 1/2: \$40 Full: \$60*

### — DELIVERY INFORMATION —

*Mailed newsletters are in homes between the first and third day of the month.*

*Hand-delivered newsletters are in homes as close to the first week of the month as possible.*

Neighborhood	Circ.	Delivery	Neighborhood	Circ.	Delivery
Canterbury	385	Hand Delivered	Palisade	60	Hand Delivered
Chapparral	270	Mailed / Emailed	Panorama Ridge	240	Hand Delivered
Cherry Knolls	720	Hand Delivered	Powderhorn	655	Mailed
Col. Hills	1,305	Mailed	Sheridan	2,980	Mailed
Col. Knolls	1,040	Mailed	SouthGlenn	1,360	Hand Delivered
Col. Knolls S. II	565	Hand Delivered	SouthPark	425	Mailed
Col. Lakes	330	Hand Delivered	SouthPark 2	575	Mailed
Col. West	1,555	Hand Delivered	Stony Creek	760	Hand Delivered
Heritage Place	455	Mailed	Summit Ridge	135	Hand Delivered
Highlands 460	880	Mailed	Tiffany	175	Hand Delivered
Kipling Villas	910	Hand Delivered	Westbury	295	Hand Delivered
Leawood	925	Mailed	Westridge	785	Mailed
Mission Viejo	2,000	Hand Delivered	Williamsburg II	340	Hand Delivered
Meadowood	2,250	Hand Delivered	Woodbourne	440	Hand Delivered
Nob Hill / Ridgeview Hills S.	1,110	Hand Delivered	Woodmar Square	600	Hand Delivered

### HOA NEWSLETTERS — POSTED ONLINE —

We post all of our HOA newsletters on our website at [www.ColoradoLasertype.com](http://www.ColoradoLasertype.com). You can view information about each neighborhood and also take a look at current and past issues of each newsletter.

#### **CONTENTS:**

**Page 2:** Map of all 31 newsletters we publish

**Page 3:** Advertising Rates and Ad Sizes

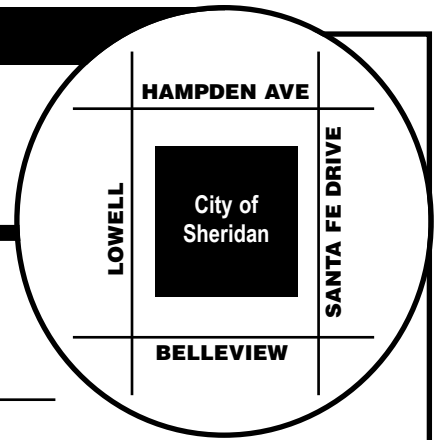
**Page 4:** Advertising Discounts, Camera-Ready Art Policy, & Printing Costs

# HOA Newsletter Locations

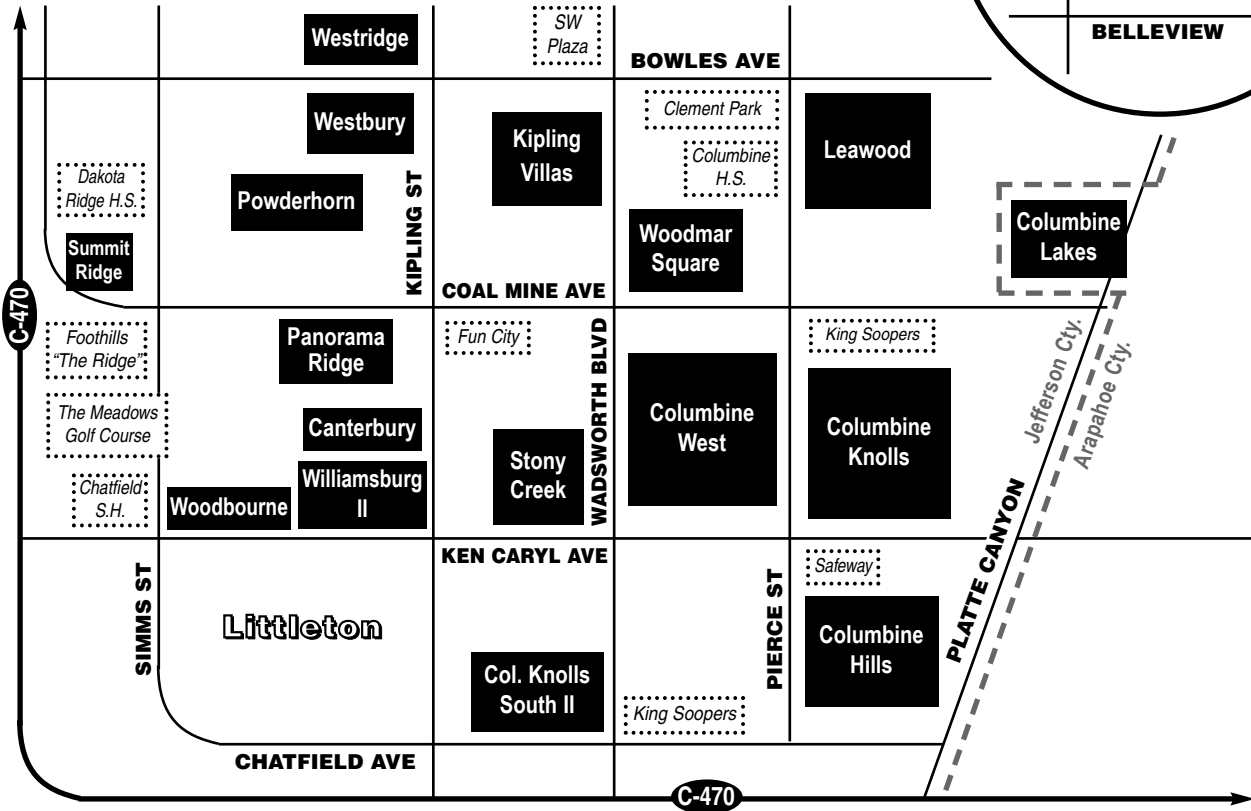


303-979-7499

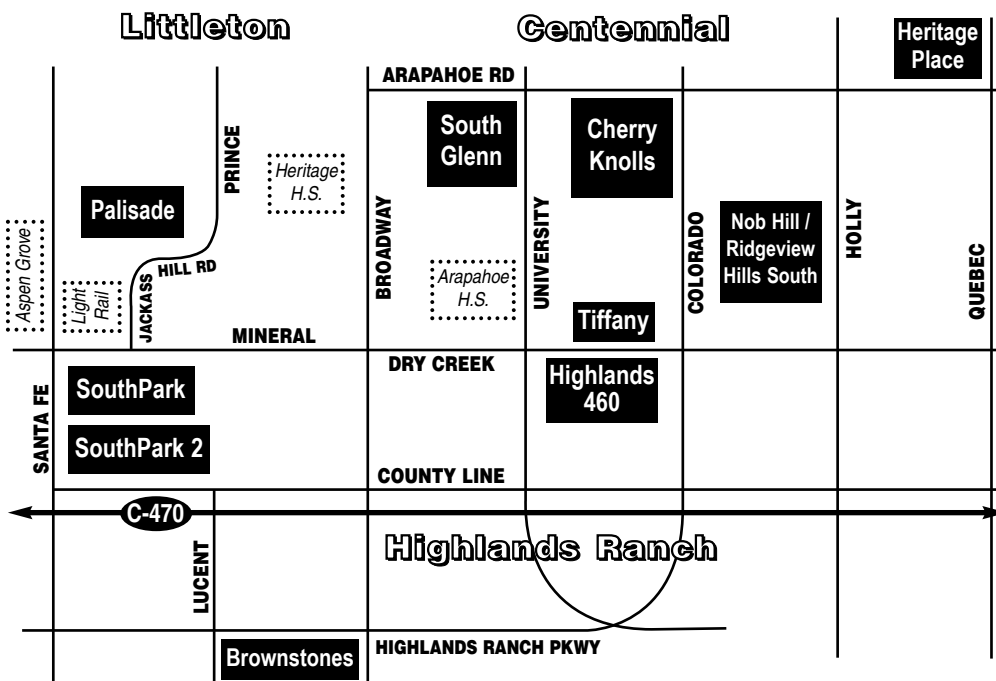
e-mail: [getinfo@ColoradoLasertype.com](mailto:getinfo@ColoradoLasertype.com)  
[www.ColoradoLasertype.com](http://www.ColoradoLasertype.com)



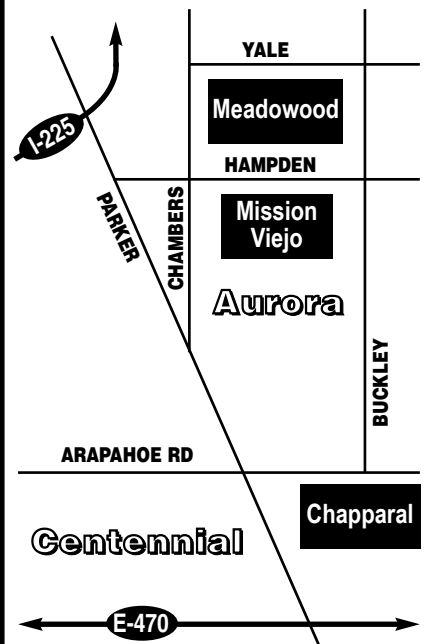
## South Jefferson County Area



## West Arapahoe County Area



## East Arap. County Area



**— 2011 MONTHLY ADVERTISING RATES —**

Association	Circulation	Bus. Card 3-1/2" W x 2" H	1/6 page 3-1/2" W x 3" H	1/4 page 3-1/2" W x 5" H	1/2 page 7-1/2" W x 5" H	Full page 7-1/2" W x 10" H	Insert 8-1/2" W x 11" H
Palisade <sup>1</sup>	60						
Panorama Ridge	240	<b>18.00</b>	<b>20.75</b>	<b>24.00</b>	<b>42.00</b>	<b>74.75</b>	<b>31.00</b>
Summit Ridge <sup>1</sup>	135	per HOA	per HOA	per HOA	per HOA	per HOA	per HOA
Tiffany	175						
Canterbury	385						
Col. Lakes	330						
Heritage Place <sup>4</sup>	455	<b>33.00</b>	<b>38.00</b>	<b>44.00</b>	<b>78.00</b>	<b>141.00</b>	<b>58.00</b>
SouthPark	425	per HOA	per HOA	per HOA	per HOA	per HOA	per HOA
Westbury <sup>1</sup>	295						
Williamsburg II	340						
Woodbourne	440						
Col. Knolls S. II	565						
Powderhorn <sup>1</sup>	655	<b>39.00</b>	<b>44.00</b>	<b>49.75</b>	<b>88.50</b>	<b>161.00</b>	<b>78.00</b>
SouthPark 2	575	per HOA	per HOA	per HOA	per HOA	per HOA	per HOA
Woodmar Square	600						
Cherry Knolls <sup>4</sup>	720						
Highlands 460	880						
Kipling Villas <sup>1</sup>	910	<b>41.00</b>	<b>45.75</b>	<b>51.50</b>	<b>90.25</b>	<b>163.50</b>	<b>111.00</b>
Leawood <sup>2</sup>	925	per HOA	per HOA	per HOA	per HOA	per HOA	per HOA
Stony Creek <sup>1</sup>	760						
Westridge	785						
Columbine Hills	1,305						
Columbine Knolls	1,040	<b>41.50</b>	<b>47.75</b>	<b>53.50</b>	<b>93.00</b>	<b>166.00</b>	<b>114.50</b>
Columbine West	1,555	per HOA	per HOA	per HOA	per HOA	per HOA	per HOA
SouthGlenn	1,360						
Meadowood	2,250	<b>47.50</b>	<b>53.00</b>	<b>62.00</b>	<b>99.50</b>	<b>174.00</b>	<b>123.00</b>
Mission Viejo	2,000	per HOA	per HOA	per HOA	per HOA	per HOA	per HOA
Sheridan	2,980						
Chapparral <sup>3</sup>	270	<b>38.00</b>	<b>66.00</b>	<b>76.00</b>	<b>106.50</b>	<b>178.00</b>	
<b>Total Circulation</b>	<b>23,415</b>	<b>946.35</b>	<b>1,093.96</b>	<b>1,249.20</b>	<b>2,147.85</b>	<b>3,847.50</b>	<b>2,101.95</b>
<b>Quarterly Newsletters:</b>							
Brownstones <sup>1</sup>	400	<b>33.00</b>	<b>38.00</b>	<b>44.00</b>	<b>78.00</b>	<b>141.00</b>	<b>58.00</b>
Nob Hill/Ridgeview S. <sup>1</sup>	1,110	<b>41.50</b>	<b>47.75</b>	<b>53.50</b>	<b>93.00</b>	<b>166.00</b>	<b>114.50</b>
<b>Total Circulation</b>	<b>24,925</b>	<b>1,020.85</b>	<b>1,179.71</b>	<b>1,346.70</b>	<b>2,318.85</b>	<b>4,154.50</b>	<b>2,274.45</b>

- The Brownstones, Kipling Villas, Palisade, Powderhorn, Stony Creek, Summit Ridge and Westbury newsletters are sponsored by a Realtor, so we are unable to accept ads from other Realtors for those newsletters. The Brownstones and Nob Hill/Ridgeview S. newsletters are distributed quarterly in the months of March, June, September and December.
- The Leawood newsletter is distributed to all of the homes in Leawood and Country Farms.
- Several Chapparral residents have requested an email-only newsletter. The majority still receive the newsletter via mail. Although the Chapparral newsletter has a smaller circulation, it has a higher demographic.
- The Cherry Knolls and Heritage Place newsletters are published bi-monthly. Cherry Knolls in the months of January, March, May, July, September, November. Heritage Place in the months of February, April, June, August, October, December.

**Advertise your business on our website!** Add a link to your ad or website for an additional \$10 per month or \$50 for 6 months. Must be a Standing Order or prepay for 6 months in the newsletters to be eligible. **Check out our new Service Provider Directory at [www.ColoradoLasertype.com!](http://www.ColoradoLasertype.com!)**

**— CLASSIFIED AD RATES —**

\$2.95/line for all newsletters except:

**\$2.35/line for Palisade, Panorama Ridge, Summit Ridge & Tiffany • \$3.70/line for Chapparral, Meadowood, Mission Viejo & Sheridan**

*To submit a classified ad, call us at 303-979-7499. We will take your ad over the phone and help you make it the number of lines that works best for you.*

We accept:



## — ADVERTISING DISCOUNTS\* —

The most effective way to use homeowners association newsletters to build your business is to be consistent. **Since they are monthly publications, it is more effective to be in a few newsletters for 3-6 months than to go into a lot of them for one month and then stop.** Because of this, we offer discounts for long-term advertising.

### RECEIVE A 10% DISCOUNT FOR:

- Running for 3 months, **prepaid** for all 3 months
- Running your ad as a "Standing Order." We will run it every month unless you call to tell us not to. "Standing Orders" are either charged on your credit card monthly or billed monthly.
- Running in **all NLS**, prepaid, each month

### OTHER DISCOUNTS:

- Pay for **one year in advance** and get two months **FREE!**

### ONLINE SERVICE PROVIDER DIRECTORY: [www.ColoradoLasertype.com](http://www.ColoradoLasertype.com)

- Advertise in any newsletter as a "Standing Order" or prepay for 6 months of advertising and receive a **FREE** online listing at [www.ColoradoLasertype.com](http://www.ColoradoLasertype.com).
- Add a link to your ad or website for an additional \$10 per month or \$50 for 6 months. Must be a Standing Order or prepay for 6 months in a newsletter to be eligible.

*\*You may change your ad at any time even if you have paid for your advertising in advance. Just call us **by the 15th of the month** for the next month's issue.*

## — CAMERA-READY — ART POLICY

Please keep in mind that when you design your ad, it must be "camera-ready." This means that you need to send us your ad in a **PDF format**, high resolution and high quality. We cannot accept a Microsoft Publisher or Word file. If you create your ad in Publisher or Word, you must save that file as a high quality PDF before e-mailing it to us.

### CREATING A PDF

You can usually create a PDF through the "Print" dialog box. If that option is not available, you can go to [www.PrimoPDF.com](http://www.PrimoPDF.com) to download a free program that will give you the PDF option in Publisher and Word.

After you have PrimoPDF downloaded, you can open your Publisher or Word file, select "Print", and choose PrimoPDF from the Printer Name box. After clicking "Print", it will ask you to save your file.

Now you have a PDF to e-mail to us!

## — INSERTS —

The rate for inserts is for **inserting only**; it does not cover the cost of printing. We can print your insert for you. See pricing below.

### INFORMATION FOR PROVIDING YOUR OWN INSERT:

**Inserts should be a full, 8-1/2" x 11" sheet and can be printed on both sides.**

If your insert is an odd size, there will be an **additional handling charge of \$15 per newsletter.**

All inserts must be printed on the same type/weight of paper. Please call with any questions.

### BLACK & WHITE PRINT PRICES

Paper	1-500	501-999	1000+
White/Pastel 8-1/2" x 11"			
1 side	6.5¢	5.5¢	4.5¢
2 sides	10.0¢	9.0¢	8.0¢
AstroBrite 8-1/2" x 11"			
1 side	7.5¢	6.5¢	5.5¢
2 sides	10.5¢	9.5¢	8.5¢



[www.ColoradoLasertype.com](http://www.ColoradoLasertype.com)  
303-979-7499 • [getinfo@ColoradoLasertype.com](mailto:getinfo@ColoradoLasertype.com)

