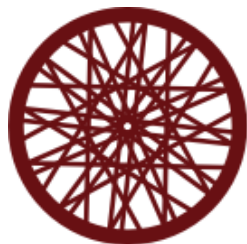


# 2013-2014 Media Kit



**Springfield  
Civic Association**  
Where we all come together

[www.springfieldcivic.org](http://www.springfieldcivic.org)

The Springfield Civic Association (SCA) is a non-partisan, non-sectarian, 501(c)4 non-profit volunteer organization established in 1953 to enhance the quality of life in Springfield by encouraging residents to be active in community affairs and by advocating for their interests and concerns through local government and other organizations.

SCA offers businesses the opportunity to:

- Advertise in the *Springfield Reporter* newsletter and [springfieldcivic.org](http://springfieldcivic.org) website.
- Exhibit your products and services on a table at Springfield Civic Association meetings.
- Reach the most involved members of the Springfield community who are most committed to buying locally.

Ad Size	Height (in)	Width (in)	Area (in <sup>2</sup> )	Price for September Mega Issue	Price for 1 Regular Issue	Price for 5 Issues
Package A	2	3.5	7.0	\$125.00	\$25.00	\$200.00
Package B	3.5	2	7.0	\$125.00	\$25.00	\$200.00
Package C	3.5	6.55	22.9	\$360.00	\$75.00	\$575.00
Package D	4.5	7.5	33.8	\$490.00	\$100.00	\$775.00

- There is a 30% discount for home-based businesses.
- Issues are published in September, November, January, March, and May.
- For the September and May Mega Issues, print circulation is 2300 (going to every household in the neighborhood) and email circulation is 320. For regular issues, print circulation is 250 and email circulation is 320.
- Ads appear in both the print and electronic newsletters and on the website.
- All ad purchases include the opportunity to exhibit at the meeting following the issue where the ad appears.
- Newsletters are published the 2nd Tuesday of the month.
- Meetings are held on the 3rd Tuesday of the same months at 7:00pm at Crestwood Elementary School.
- Ad due dates are listed on the website.
- The preferred format for ads is .jpg.
- Website ads are up to 175 x 125 pixels, so should be just the company logo with a link to the company website.

**Make your check out to SCA.** Send forms and checks to PO Box 842, Springfield, VA 22150. Email graphics and copy to [springfieldcivic@yahoo.com](mailto:springfieldcivic@yahoo.com).

Contact name \_\_\_\_\_

Business \_\_\_\_\_

Address \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

Package \_\_\_\_\_ Number of issues \_\_\_\_\_ Amount enclosed \_\_\_\_\_

## President's Corner

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Like the coming season, things are germinating around us. The mall will commence in the June timeframe, while other properties are springing up (e.g., the Chik fil-A, two Hilton-family hotels, and new office buildings) or are in the planning stages (Boston Properties near the metro and the Metro Police sub-station). The SCA also took an active role in changing the course of events at Lake Accotink Park which was slated to be completely de-staffed until mid-March. Thanks to citizen involvement we helped change the Park Authority's plans. It wasn't optimum, but we made a difference by effectively partnering for a better result; the SCA will remain engaged on that front.

More good news comes from the Supervisor's Office where we can expect to see some progress with the

**Package B -  
3.5 x 2**

ugly commercial parking in the central business district. Mr. McKay and his staff are working with VDOT and the impacted businesses to put a halt to what has become a truck stop for many. On the near horizon, we have invited Code Compliance as our guest at the March meeting. Come out and learn how best to address zoning concerns. Looking beyond the March membership meeting, we are planning a special April panel discussion with four area realtors who know our community well. We will discuss how Crestwood and Lynbrook are doing relative to the rest of the County; there is a lot of good news. At the regular May membership meeting, we will hear from our elected officials; you will not want to miss this opportunity to engage your representatives. Until we next meet, on behalf of the SCA Board, I wish you the best of spring.

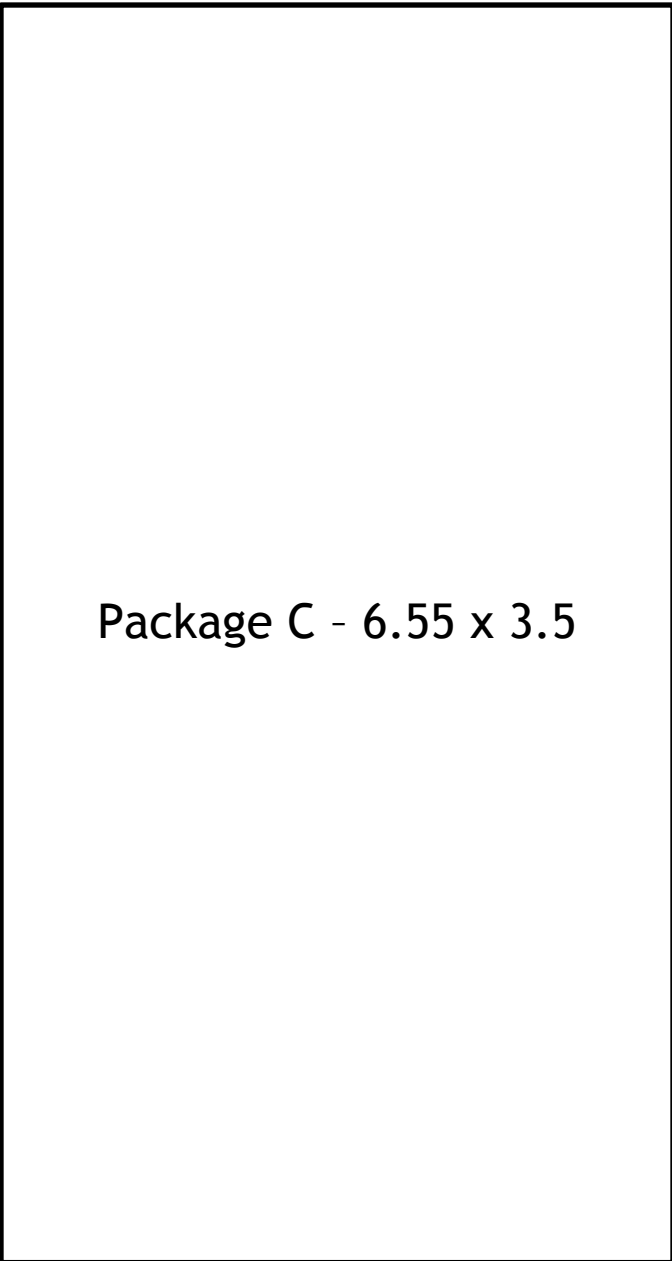
Bruce Waggoner, SCA President

**Package D - 5 x 7.5**

# Richard Byrd Library Update

By Branch Manager Sandy Freund

*Career Transitions* is one of our newest online resources and may be used either in the library or at home. A joint project of Gale and the Fairfax County Public Library, *Career Transitions* is designed to help job-seekers and is divided into 5 sections: *Discover Interests*, *Explore Careers*, *Build Resume*, *Improve My Chances*, and *Find Jobs*. Although you may use it as a guest, creating a user profile will enable you to save all of your work in the database. This information is not shared with anyone.



*Discover Interests* includes an interest assessment that takes about 10 minutes to complete. *Explore Careers* helps users establish state targets (where they want to work), career targets (what they want to do), and industry targets (in what industry). *Build Resume* gives step-by-step assistance in writing a resume. Explore *Improve My Chances* to get quick advice on networking, interviewing, applying and negotiating. Finally, *Find Jobs* lets you do exactly that, searching by type (job title, keyword, company) and by location (city, state, zip code).

To use *Career Transitions* at home, go to the library webpage at [www.fairfaxcounty.gov/library](http://www.fairfaxcounty.gov/library). Click on *Online Resources* at the left side of the page. Look for the list of resources by *Subject* and click on *Careers*. You may also scroll down to the search box and type in *Career Transitions*. From the list of resources displayed, scroll down to *Career Transitions* and click on *log on*. You will need your library card number to access the database.

## SCA Board of Directors

President.....	Bruce Waggoner
First Vice President.....	Michele Duell
Second Vice President.....	Merry Macke
Treasurer.....	Rich Duffy
Secretary.....	Alice Merrill
Director at Large.....	Bonnie Pritchard
Director at Large.....	Gail Nittle
Past President .....	Charlie Butler
Past President .....	Tawny Hammond
Past President .....	Al McAloon
Past President .....	Rick Renninger
Neighborhood Watch Chair .....	Maureen Gibson
Hospitality Chair .....	Sandy Frieswyk
Newsletter Chair .....	Sara Martin

