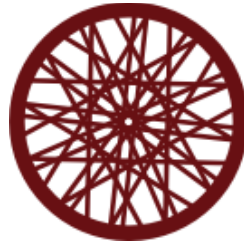


2022-2023 Media Kit



Springfield
Civic Association
Where we all come together

www.springfieldcivic.org

The Springfield Civic Association (SCA) is an IRS recognized non-partisan, non-sectarian, 501(c)4 non-profit volunteer organization that originally met February 2, 1953. Its two-fold purpose then remains the same today: Enhance the community's quality of life by encouraging residents to be active in community affairs, and advocate with government and other organizations for action on the community's interests/concerns.

In support of those goals, SCA offers our community's businesses the opportunity to:

- **Advertise** in the online *Springfield Reporter* e-newsletter.
- **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 local.

Your ad revenue helps cover SCA operations in support of those goals, including sponsorship of local activities. Our community greatly appreciates that support, thanks to you!

	Height (in)	Width (in)	Area (in ²)	Single Issue Price	Full Year Price 5 Issues
Package A	2	3.5	7.0	\$25.00	\$100.00
Package B	3.5	2	7.0	\$25.00	\$100.00
Package C	3.5	6.55	22.9	\$75.00	\$300.00
Package D	5	7.5	33.8	\$100.00	\$400.00

(PAGES 2 - 4 SHOW EXAMPLES OF HOW EACH PACKAGE SIZE WILL APPEAR IN PRINT WHEN PLACED AMONG TEXT)

- Issues are published in September, November, January, March, and May.
- Email circulation is 568. Ads will also appear on Facebook, Nextdoor Springfield and on the SCA website.
- All ad purchases include the opportunity to exhibit at the meeting following the issue where the ad appears.
- E-Newsletters are emailed and posted the 2nd Tuesday of a meeting month.
- Meetings (table exhibits) are held on the 3rd Tuesday of meeting months at 7:00pm at Crestwood Elementary School.
- Requests for **single-issue ads** are due no later than the 1st Tuesday of the month in which publication is requested.
- Ads for the **full year 5 issue package** are due no later than September 2, 2022.
- The preferred format for ads is .jpg.

Please make your check out to SCA. Either furnish signed form and check to SCA solicitor, or mail both to Springfield Civic Association, PO Box 842, Springfield, VA 22150.

Then email desired ad content and graphics to springfieldcivic@yahoo.com.

Contact name _____

Business _____

Address _____

Email _____ Phone _____

Package _____ Number of issues _____ Amount enclosed _____

President's Corner

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 Chick 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.

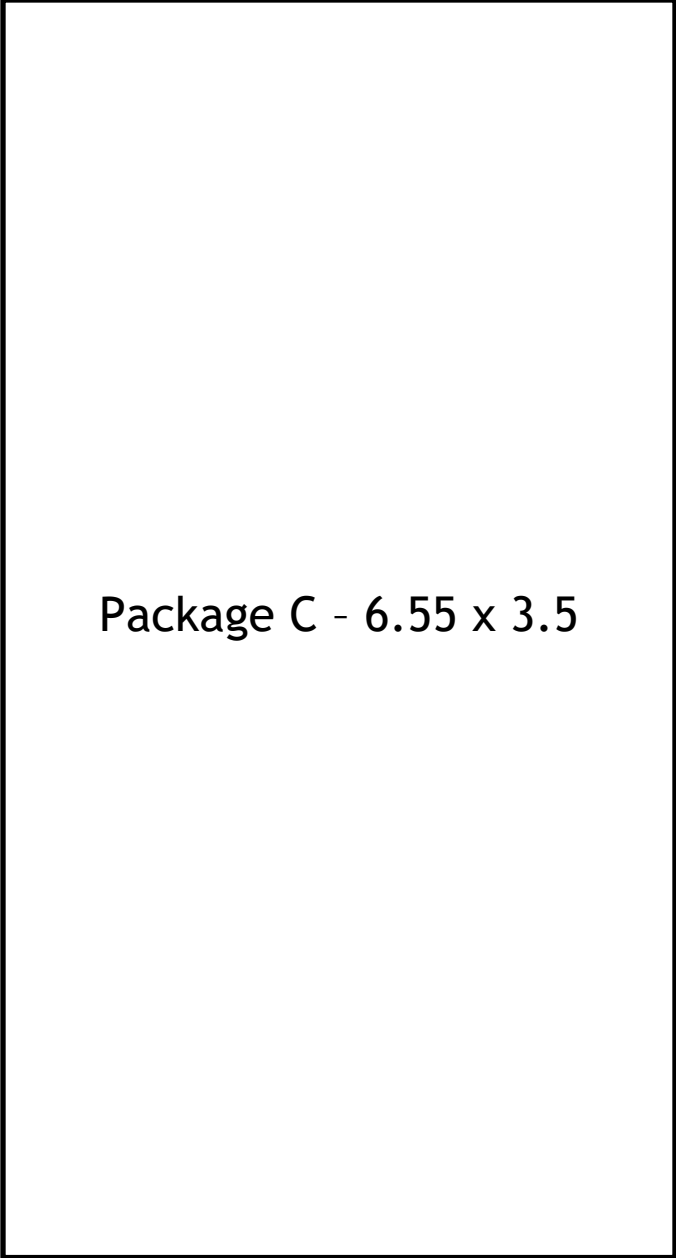
Bruce Waggoner, SCA President

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.



Package C - 6.55 x 3.5

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. 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

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Package A - 2 x 3.5