

# 2017-2018 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 <sup>2</sup> )	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	4.5	7.5	33.8	\$100.00	\$400.00

- Issues are published in September, November, January, March, and May.
- Email circulation is 384. 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 1<sup>st</sup> Tuesday of the month in which publication is requested.
- Ads for the **full year 5 issue package are due no later than** September 6, 2017.
- 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](mailto:springfieldcivic@yahoo.com).

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

Business \_\_\_\_\_

Address \_\_\_\_\_

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

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