



Resident News

ADVERTISING RATES & INFO

the best deal for your advertising dollars.

we are contracted to supply high-quality, customized newsletters to apartment complexes throughout the country each month.



Contact Us Toll Free
800-961-1616

SCAN THIS CODE WITH
YOUR CELL PHONE.

MEDIA KIT

"Advertising with Resident News was just the edge we needed over our competitors. It works!"

-Lake Worth Vision Center



HOUSEHOLD DEMOGRAPHICS

50%



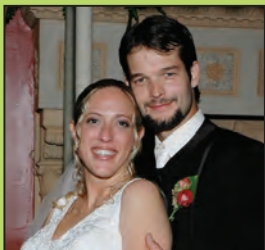
MALE/FEMALE

80%



40 & UNDER

38%



MARRIED

21%



RESIDENTS WITH KIDS

50%



PET OWNERS

85%



INCOME \$45-\$90

THE BEST BANG FOR YOUR ADVERTISING BUCK.

Your business is important to you. Affordable advertising options are necessary for local businesses in these troubling times.

By advertising in Resident News, you can affordably put your ad in front of a local audience for low cost. Advertise in one or more property newsletters in your local area.

We offer two **premium, cost-effective advertising spots** on the back of property newsletters.

MONTHLY CALENDAR						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY

PIZZA DELIVERY

888-888-8888
WWW.PIZZADELIVERY.COM

INSURANCE PROVIDER
RENTER'S INSURANCE

888-888-8888
WWW.INSURANCE.COM



Resident News is a monthly newsletter created for apartment communities. The properties pay a minimal fee to receive the newsletter for each and every one of their residents. The property managers write or choose their articles for the front page of their newsletter based on the likes and needs of their resident demographic.

The onsite Property Management will be pleased to work with you in order to promote your business to their residents, including distributing any literature you may supply in the Resident Welcome Kit, where available, to all newcomers.

EFFECTIVE FOR LOCAL AND SMALL BUSINESS OF ALL KINDS.

Below are samples of several types of local businesses that benefit from advertising in Resident News. Any small or local business in any category, seen here or not, would benefit from this low-cost advertising option.

Can you afford to buy your laptop twice?



John Smith Agency
(817) 555-1212
1234 Main Street
Orlando
jsmith@allstate.com



Allstate
RENTERS

Insure your stuff for around \$21 a month.

2005 Insurance Information Institute Study. Coverage subject to availability, qualifications, and policy terms. Premium based on rounded state average. Actual premium will vary. Allstate Indemnity Company: Northbrook, IL. © 2010 Allstate Insurance Company.

INSURANCE BASED BUSINESSES



RESIDENT SPECIAL!

\$8.88

LARGE 3 TOPPING PIZZA

1234 Main Street
Orlando, FL

817-555-1212

RESTAURANT & DELIVERY BASED BUSINESSES

LAKE WORTH VISION CENTER

Contact Lens Package

ONLY \$99 includes exam for glasses, fitting of contacts, follow-up visits, free care kit, and up to 12 lenses (toric, mono and bifocal extra)



561-968-4942

WE ACCEPT MOST INSURANCE PLANS

WALK-INS WELCOME
NO APPOINTMENT NECESSARY

• EYE EXAMS • GLASSES • CONTACT LENSES

Offer Not Valid with Other coupons or insurance. Certain restrictions apply. Ask for details. Disclaimer for Free Services: The patient and any other person responsible for payment has a right to refuse to pay, cancel, or to be reimbursed for payment for any other service, examination or treatment which is performed as a result of and 72 hours of responding to the advertisement for the free, discounted fee, or reduced fee service, examination or treatment.

MEDICAL AND HEALTH BASED BUSINESSES

LEMON CHASERS
AUTOMOTIVE SERVICE SPECIALISTS

Technical Sound Service
For Today and Tomorrow's Vehicles

Auto Repair 123 Main Street
407-555-1212 Orlando

www.lemonchasers.com
jlemonchasers@bellsouth.net

- Auto Repair—Mechanical and Electrical
- Auto Body—Paint Match and Customizing
- Detailing—Shuttle Downtown

407-555-1212 **10% OFF**
FOR NEW CUSTOMERS

SERVICE AND RETAIL BASED BUSINESSES

Our ad spaces are 3.772" x 3.031"
Shown above at actual size

Our ads are printed in black and white to keep your advertising cost down.

Our ads are totally exclusive.

Meaning there will never be a competing business running an advertisement in the same properties' newsletters that you advertise in.

IMPORTANT PRE-MADE AD SPECIFICATION INFORMATION

LAKE WORTH VISION CENTER

Contact Lens Package

ONLY \$99 includes exam for glasses, fitting of contacts, follow-up visits, free care kit, and up to 12 lenses (toric, mono and bifocal extra)

561-968-4942
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• EYE EXAMS • GLASSES • CONTACT LENSES

Offer Not Valid with Other coupons or insurance. Certain restrictions apply. Ask for details. Disclaimer for Free Services: The patient and any other person responsible for payment has a right to refuse to pay, cancel, or to be reimbursed for payment for any other service, examination or treatment which is performed as a result of and 72 hours of responding to the advertisement for the free, discounted fee, or reduced fee service, examination or treatment.

RIGHT SIZE
Your ad size should be exactly 3.772"W x 3.031" H with a resolution of 300 dpi.

RIGHT COLOR
Your ad size should be submitted in grayscale or black and white.

BORDER
Your ad should be submitted with any thickness black border.

Size: 5.25" x 8.25"

Resolution: 300 dpi

Color: Grayscale or Black and White only.

ads submitted in color will be converted to black and white for a \$40 fee

Acceptable file formats: flattened .tif, .jpg, .pdf

Embed all fonts.

No word processing documents will be accepted.



Resident News

Apartment Newsletter & Resident Saving Program

Sponsorship Ad Layout Form

Please fill in the information you would like to be placed in your ad below: (please print clearly)

Business Name _____

Address _____ City _____ State _____ Zip _____

Phone _____ Fax _____

Email: _____ Web Site _____

Sales Rep: _____ Properties _____

Ad will be sent PRE-MADE to
Resident News Art Department

Ad design is provided BELOW with a mock drawing and requested information

A digital proof of ads will be provided for approval of designs produced or resized by Resident News Art Department only. **Proofs are not furnished for advertisers providing pre-made ads.** Pre-made ads that do not meet the exact specifications outlined below will incur a \$60 fee to resize the ad and a proof will be provided.

IMPORTANT PRE-MADE AD INFORMATION

If you are sending a pre-made ad, you must send it in the following format:

- Your ad MUST BE 3.772" W x 3.031" H. **If it is not this size, you will be charged \$60 to reformat your ad.**
- Your ad MUST BE 300 dpi for best quality printing and in grayscale (all ads are black/white).
- Ad MUST BE either a .pdf, .jpg, or .tif file.

NO MICROSOFT WORD or PUBLISHER FILES WILL BE ACCEPTED.

INFORMATION NEEDED TO CREATE YOUR AD

Provide the text for the offer you want
to put in the ad or coupon:

Art Department:

kelli.residentnews@gmail.com

Our art department does not automatically check for expiration dates each month. We recommend not using expiration dates on your ad or coupons. If you do choose to have expiration date(s) on your ad, you are accepting responsibility for the new expiration date to be changed for subsequent issues. Please turn in a new form each month specifying the new expiration date for the next month's ad.

Important: Please provide the contact information needed to get approval for your ad once it is made.

Contact Name: _____ Cell: _____

Email: (necessary) _____