



Newington Parks and Recreation Department

Building a Strong Community

131 Cedar Street
Newington, CT 06111

Program Guide Advertising Application

Business Information

Business Name: _____ Business Type: _____

Street: _____ City: _____ State: _____ Zip Code: _____

Contact Name: _____ Daytime Phone: _____ Email: _____

Advertising Rates

Advertisement Size	Single Program Guide	Two Program Guides 20% discount	Three Program Guides 30% discount	Four Program Guides 40% discount
Full page back cover	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$3,200 <i>\$800 savings!</i>	<input type="checkbox"/> \$4,200 <i>\$1,800 savings!</i>	<input type="checkbox"/> \$4,800 <i>\$3,200 savings!</i>
1/4 page	<input type="checkbox"/> \$500	<input type="checkbox"/> \$800 <i>\$200 savings!</i>	<input type="checkbox"/> \$1,050 <i>\$450 savings!</i>	<input type="checkbox"/> \$1,200 <i>\$800 savings!</i>
Front cover banner	<input type="checkbox"/> \$750	<input type="checkbox"/> \$1,200 <i>\$300 savings!</i>	<input type="checkbox"/> \$1,575 <i>\$675 savings!</i>	<input type="checkbox"/> \$1,800 <i>\$1,200 savings!</i>

Total Fee: _____

Method of Payment

If paying by cash or check, fee must be submitted with application. Checks should be made payable to "Newington Parks and Recreation". Postdated checks will not be accepted.

Circle One: Cash Check Credit Card (MC, Visa, Discover)

Credit Card #: _____

Security Code: _____ Expiration Date: ____ / ____
(Found on back of card)

Name on credit card: _____

Signature for authorized use: _____

Questions?

Contact: Bill DeMaio
Email: wde Maio@newingtonct.gov
Phone: (860) 665-8669

Return Completed Applications to:
Advertisements c/o Newington Parks and Recreation
131 Cedar Street
Newington, CT 06111
Checks Payable to: Newington Parks and Recreation

Advertising Guidelines

Please note the following guidelines:

- The town reserves the right to accept or reject advertisements at its sole discretion.
- We will only accept completed applications accompanied by payment (cash, check or credit card).
- You will be contacted upon receipt of your application. If your application is approved, you must send in a PDF file of a camera ready ad. Please check with us about submitting different file types. Ads should be in CMYK format. *Please be aware that colors may print differently due to printer ink variances.*
- Ad space is available on a first-come, first-served basis. Preference will be given to full page ads.
- Available ad space is limited; if we cannot accommodate your request within a 6 month period, you will have the option to request that your application and payment is returned to you.
- Due to space limitations, we cannot guarantee placement in a specific Program Guide, but we will try to accommodate all requests.
- Program Guide deadlines are as follows:
 - **Winter Program Guide** (publishes in Dec.) Advertising deadline: September 1st
 - **Spring Program Guide** (publishes in March) Advertising deadline: December 1st
 - **Summer Program Guide** (publishes in May) Advertising deadline: February 1st
 - **Fall Program Guide** (publishes in Sept.) Advertising deadline: June 1st

