

Vero Beach Elks Lodge #1774 "ELK'S TALE"

ADVERTISING PRICING

The Vero Beach Elks Lodge #1774 publishes a newsletter, "Elk's Tale" every month (twelve issues per year). This publication is distributed to over 900 members. The table below outlines the cost per size for each of the offered advertising periods. Obviously, the most cost-effective advertising rate is the **annual** one. These attractive rates are well below the rates charged by regular newspapers and magazines. **Members wanting to celebrate special occasions (birthdays, anniversaries, etc.) might want to consider purchasing space for one issue.**

It is our goal for this newsletter to be self-supporting and, with your support, to possibly generate a small revenue for the lodge. Remember that business ads are tax deductible.

AD TYPE	DIMENSIONS	ANNUAL (12 ISSUES)	AVGE COST/ MO. AT ANNUAL RATE	6 MONTHS (6 ISSUES)	AVGE COST/ MO. AT 6 MOS. RATE	1 MONTH (1 ISSUE)
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1/8 Page	2 1/4"x4"	\$150	\$12.50	\$100	\$16.67	\$20
1/4 Page	4 1/2"x4"	\$300	\$25.00	\$180	\$30.00	\$50
1/2 Page	4 1/2"x8"	\$550	\$45.83	\$350	\$58.33	\$100
Full Page	9"x8"	\$1,000	\$83.33	\$800	\$133.33	\$225

