

# INCREDIBLE MARKETING OPPORTUNITIES

The Apple Core is the official monthly newsletter of the Apple Canyon Lake Property Owners Association and is the Association's legal vessel used to inform property owners of all pertinent information of which property owners must be informed. The Apple Core also spotlights special events, activities, classifieds, educational pieces and communication from area businesses.

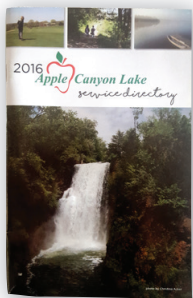
*Mailed directly to every owner and subscriber.  
Available in all surrounding communities.  
Available for viewing each month on  
applecanyonlake.org*



Button ad opportunities appear on all pages of applecanyonlake.org including stationary placement on the Service Directory page.

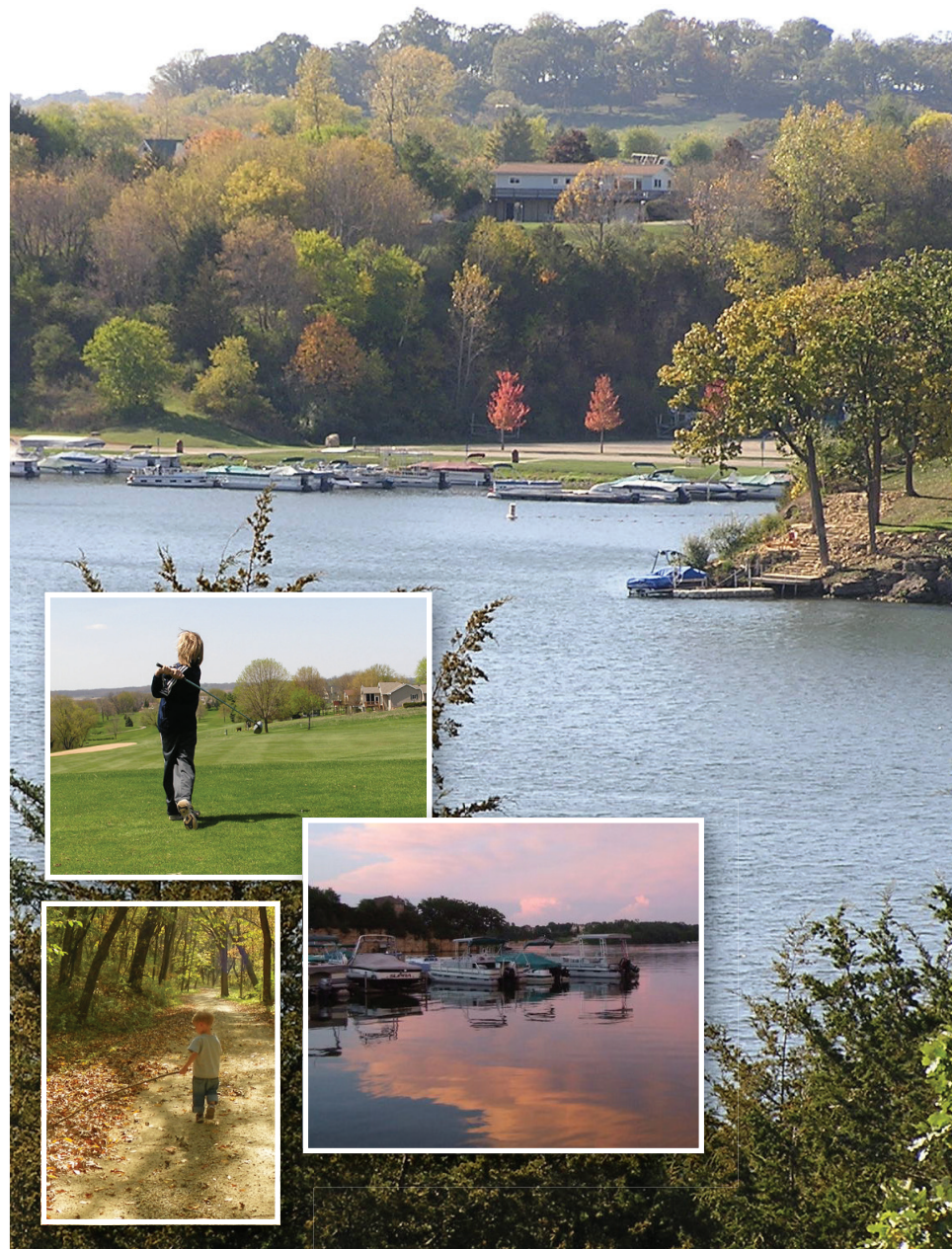
*Click on the button and be automatically linked to your company's website!*

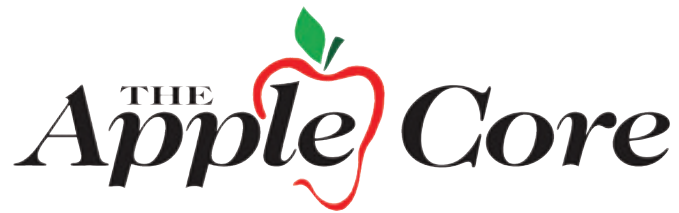
Side bar ads are available adjacent to a particular month. First come basis with right of acceptance for following year. Contact number below by November for consideration.



Full to 1/8 page size ads will market your business in this 8.5"x5.5" full color, glossy booklet. It includes the names and contact information of local businesses that can supply the service and products ACL residents need. Contact number below for additional pricing and circulation information. Deadline is February.

**Jennie Cowan, ACL Account Executive**  
815.275.0388 | jc9113@yahoo.com





## DISPLAY ADVERTISING

Ad Size	Open Rate	12X Rate
2 Col. X 2" High	\$47.00	\$38.00
2 Col. X 3"	\$70.50	\$57.00
2 Col. X 4"	\$88.80	\$72.00
2 Col. X 5"	\$111.00	\$90.00
<b>Quarter page</b>		
2 Col. X 8"	\$172.43	\$140.25
<b>Half page</b>		
4 Col. X 8"	\$323.40	\$264.00

### Premium Placement

Front Page (4 col. X 2")	\$125.00
Back Page	Add 20%
Inside Front or Back Page	Add 10%

Listed above are popular sizes. Color is included.  
For additional sizes please call for rates.

## AD DESIGN OR REDESIGN FEE

1 Time Set-up Fee \$15.00

12x Requires Contract

All contracts are self-renewing.

12x ads discounted by 10% when paying for total year.

## COLUMN MEASUREMENTS

1 Col.	2 Col.	3 Col.	4 Col.
2.25" wide	4.67" wide	7.08" wide	9.5" wide

Submitted ads must be sized to column measurements and emailed as PDF.

## WEBSITE ADVERTISING

The Business Directory includes your company button ad that rotates throughout website:

Home Page • Amenities • Beach • Camping • Golf • Clubhouse  
Marina • Pool • Trails • Bass Club • Garden Club • Apple Core  
Association Business • Board of Directors • Committees  
Governing Documents • Directions • Contact Us • Weather

**The button ad includes:** Company Logo • Business Name  
Address • Phone • Website URL • Email • Map It

When someone clicks on it can be immediately directed to your Website or Facebook page.

This also includes placement on the Business Directory page designated especially for your business under the category heading of your choice.

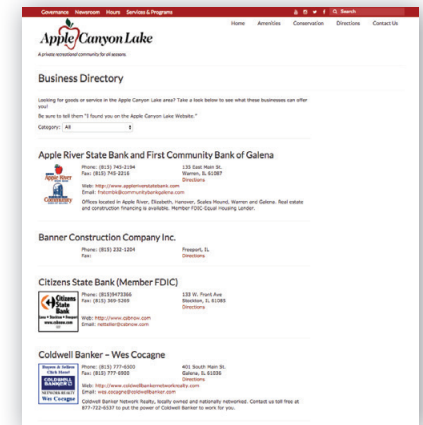
Visit [applecanyonlake.org](http://applecanyonlake.org) for review.

Click the Newsroom tab  
and select Business Directory.

**\$65.00/mo for all inclusive**

**\$25.00/mo Business Directory only**

**One time \$15.00 set up fee**



**Acceptability** – The Publisher reserves the right to edit, reject or cancel any advertisement.

**Errors in publication** – It is agreed The Apple Core is not to be held responsible for errors in publication, except where corrections have been clearly communicated via email. It is agreed that The Apple Core accepts responsibility for errors only on first insertion of the advertisement. It is further agreed that in no case shall the Apple Core be held liable for selling losses incurred by errors in publication or failure to insert an advertisement into the newsletter.

**Liability** – The advertiser assumes liability for the content of all advertising authorized for publication and any claims that arise against the Publisher.

**Terms of payment** – All accounts must be paid by the end of the month bill was received. An account declared delinquent may result in advertising disruption until account is satisfied.

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