

# Shepherd Park News — Advertising Rates


The Shepherd Park Citizens Association publishes the **Shepherd Park News** four times a year — March/April, May/June, October/November, and December/January. We do not publish in the summer.

We mail the **Shepherd Park News** by first class mail to all 1,800 households and businesses in Shepherd Park, Colonial Village, North Portal Estates, and Walter Reed. These households have a median income of almost \$170,000 and median home value of \$812,000 (2017 Census data).

The **Shepherd Park News** is 8-12 pages long. There are no ads on the first page and there is a premium for ads on the back page with the address block. Those spots are assigned on a calendar year basis and availability is limited to those who have advertised in the prior calendar year.

**We offer four standard ad sizes on the inside pages:**

**Small banner ad at the bottom of the page (0.7" x 7.3") — \$55**

	<b>Ledo Pizza and Pasta</b> 7435 Georgia Ave NW — 202-726-5336 Carry out & Dine in M-Th 11-10 • F-Sa 11-11 • Su 12-9	<b>We're more than great pizza!</b>
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**Large banner ad at the bottom of the page (1.0" x 7.3") - \$110**

<b>TASTEARTGALLERY</b> ART GALLERY // CREATIVE SPACE // PHOTOGRAPHY STUDIO WWW.TASTEARTGALLERY.COM
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**Small box ad — \$110**  
**2" x 3.5" (horizontal)**

<i>The church with the Heart of the Shepherd</i> <b>SHEPHERD PARK CHRISTIAN CHURCH</b> 
<b>Sunday School &amp; Worship: 10 am &amp; 11 am</b> <b>Online Bible Study: Wednesday, 7:30 pm</b> <b>Prayer Call: Friday, 6:30 pm</b> 7900 Eastern Ave, NW (202) 882-3367 <a href="http://www.shepherdparkchristianchurch.org">www.shepherdparkchristianchurch.org</a>

**Large box ad — \$230**  
**4.5" x 3.5" (vertical) or 2" x 7.3" (horizontal)**


<i>An inclusive community of life-long learners in which each individual is valued and respected</i>
<b>Join us for a tour!</b> Looking ahead to the 2016–17 school year? Come and learn more about our programs for children ages 2 1/2 through 8th grade. Tours run October–January.
 <b>LOWELL SCHOOL</b>   1640 Kalmia Road NW Washington, DC 20012 202.577.2000   <a href="http://lowellschool.org">lowellschool.org</a>

General information:

- Issue dates may change
- We do not offer full or half-pages ads or ad inserts
- We usually sell out all advertising space and you must pay in advance to reserve a spot
- Receive a 10% discount by paying in full in advance for ads in two or more issues or a 15% discount for prepaying for four issues
- Become a Platinum Business/Community Supporter and receive a \$100 advertising credit

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**Shepherd Park News**  
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