

Hello,

The Bethlehem Historic District Association is a 501 (c)(3), non-profit, charitable organization. Allow me to tell you a bit about our newsletter. The newsletter's purpose is to keep residents apprised of information.

Our distribution is to approximately 600 homes and apartments within the Historic District, and City Hall, (all are hand-delivered). We print 625 issues consisting of 10 pages, (this may vary depending on the issue, but usually 10). We print in black and white due to the high cost of color.

There are issues placed in the new resident Welcome packets (about 10-18 per year). After distribution to the district the newsletter, in color, is added to the website, bhda.org.

We print 3 issues per year: February or March (discretion of the editor), June, and November. We chose these particular months due to the information that needs to be disseminated to the residents at these times of year. The ad agreement for one year covers 3 printings, (beginning when the agreement is signed and payment received, for 3 consecutive issues.

We also offer single issue ads for events, at one third the cost of the yearly fee. Attached is the updated Advertiser's Agreement. Let me know if you have any questions.

Thanks for your interest!

For inquiries please contact [bhdanews@gmail.com](mailto:bhdanews@gmail.com)



# Newsletter Advertiser's Contract

Bethlehem Historic District Association (BHDA) agrees to print the advertisement of the undersigned in the neighborhood newsletter that is printed three times per year and hand distributed to all residents within the historic district (600 residences). Printing will be in February or March, June, and November, though these months may change at the discretion of the BHDA Executive Board. Advertiser is entitled to 3 consecutive printings from the date contract is received.

**Date:** \_\_\_\_\_ (Please fill in)

Business/Organization/Individual	Address	
Contact Person	Telephone	Email/Fax

Placement of the ad within the newsletter will be at the discretion of the Newsletter Editor. Please email your ad in jpeg, or pdf in high resolution (call with any questions).

**Check One** (See page 3 for details)

<p><b>A FULL PAGE</b> - Price.....\$500 _____          Single Issue.....\$160 _____</p>	<p><b>C QUARTER PAGE</b> - Price.....\$150 _____          Single Issue.....\$50 _____</p>
<p><b>B HALF PAGE</b> - Price.....\$250 _____          Single Issue.....\$80 _____</p>	<p><b>D BUSINESS SIZE</b> - Price.....\$100 _____          Single Issue.....\$30 _____</p>

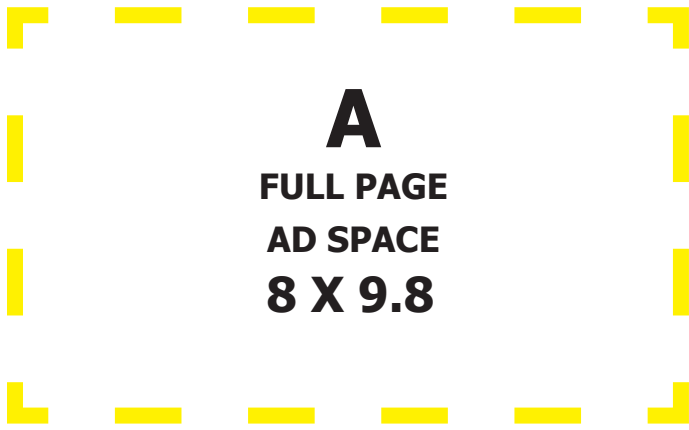
**Amount paid:** \_\_\_\_\_

Non-refundable/non-negotiable fee must be provided before ad will be placed in the newsletter.  
 Please mail check payable to **BHDA Newsletter Advertising**, and mail to:  
**BHDA, P.O. Box 1952, Bethlehem, PA 18016**

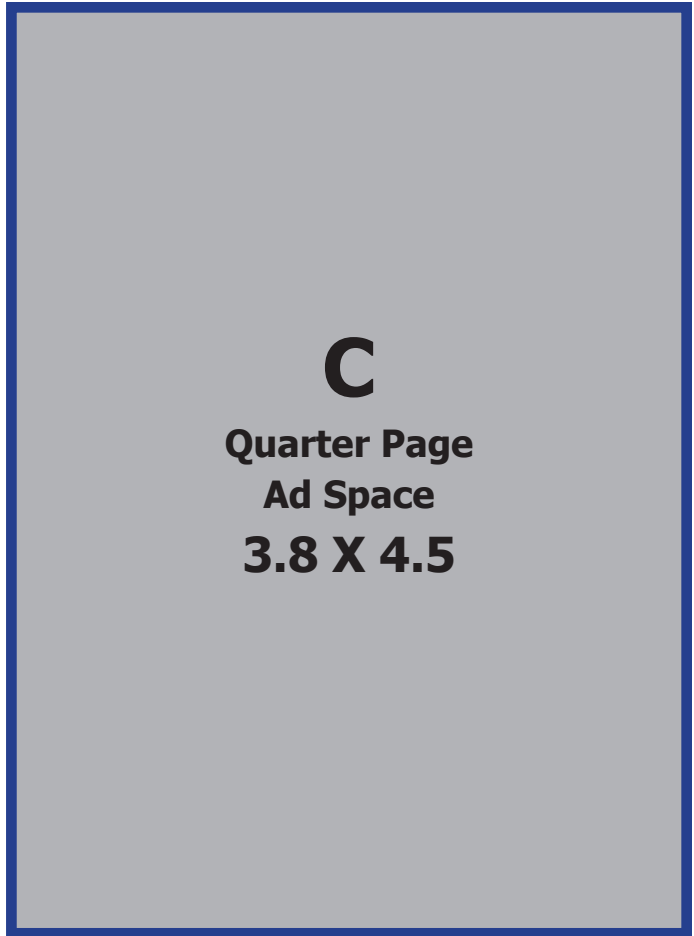
**The BHDA has the right to deny any advertisement request, without reason given, and check will be returned.**

Ads will be published on a first-come, first served basis. The BHDA restricts advertising to retail ads only. Political ads and classified ads will not be accepted. Advertisements published in the BHDA Newsletter in no way constitute an endorsement of a product or service by the BHDA Board of Directors. The BHDA Board of Directors is not responsible for loss of income, real or implied, as a result of non-publication.

Please contact Becky Wendahl at [bhdanews@gmail.com](mailto:bhdanews@gmail.com) with any questions or concerns  
*The Bethlehem Historic District Association (BHDA) mission promotes the historical ambiance and high quality of life in our special neighborhood by supporting the preservation and restoration of original architectural features and landscapes.  
 We are a volunteer, not-for-profit, charitable organization; Section 501(C)(3).*



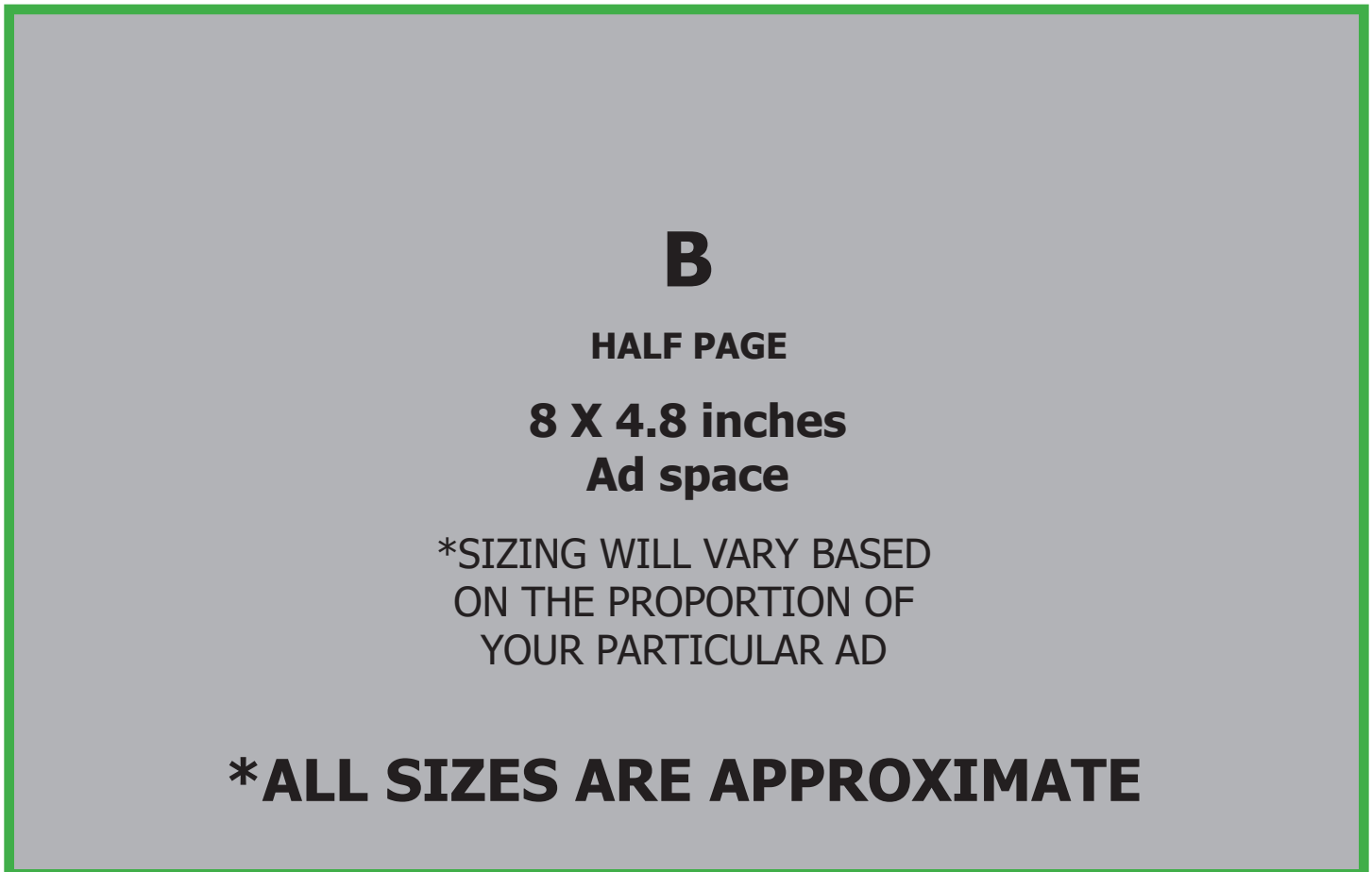
**A**  
**FULL PAGE**  
**AD SPACE**  
**8 X 9.8**



**C**  
**Quarter Page**  
**Ad Space**  
**3.8 X 4.5**



**D**  
**3.5 X 2.3**  
**Ad Space**  
Approximate Business Card size



**B**  
**HALF PAGE**  
**8 X 4.8 inches**  
**Ad space**

\*SIZING WILL VARY BASED  
ON THE PROPORTION OF  
YOUR PARTICULAR AD

**\*ALL SIZES ARE APPROXIMATE**

# PRICING

## **A** FULL PAGE

Approx. 8 X 9.8

Price.....**\$500**

Single Ad.....\$160

## **C** QUARTER PAGE

Approx. 3.5 X 4.8

Price.....**\$150**

Single Ad.....\$50.00

## **B** HALF PAGE

Approx. 8 X 4.8

Price.....**\$250**

Single Ad.....\$80

## **D** BUSINESS SIZE

Approx. 3.5 X 2.3

Price.....**\$100**

Single Ad.....\$30.00

- Exact sizes will vary based on the proportion of your advertisement.
- Newsletter Editor has full discretion of ad placement.
- Price is for 3 consecutive printings of your ad and will commence upon receipt of your check, if submitted to the Editor within 2 weeks of printing.
- Newsletters are hand-delivered to residents and apartments within the historic district, and will be placed on the BHDA website and FaceBook page after printing of hardcopy.
- All ads will be printed in black and white, but will show up on the BHDA website and FaceBook page in color. You can submit both.
- Please submit ad in jpeg or high resolution pdf (over 300 dpi for small).