## Advertising Your Business With The Summerlin Council

Because spreading the word about your business or service has become more crucial than ever, advertising with The Summerlin Council can help serve as an effective communication tool for your company. As a service to its residents, The Summerlin Council publishes the monthly newsletter *Summerlines* (circulation 35,000+). It serves as an excellent vehicle to promote your organization and reach a highly targeted audience.

With more than 35,000 households in its North, South and West Community Associations, Summerlin has established itself as the premier community in Southern Nevada. Summerlin is home to more than 100,000 residents who boast an average annual income in excess of \$135,000. Nearly 75-percent of adult residents have college degrees; 37-percent have attended graduate school. The average head of household age range is 35 - 44 years, and the majority of residents (33 percent) have children living at home. There isn't another master-planned community in Southern Nevada with stronger demographics than Summerlin, delivering an ideal, captive audience to promote your business.

For more information regarding The Summerlin Council's ad rates, discounts and deadlines, Email Kelly Cawood at kelly@summerlincouncil.com.

## **Summerlines Rate Card**

#### **Display Advertising**

Display advertising is based on space availability. And, The Summerlin Council allows only a limited number of display advertisements. Ad size and length of contract (maximum of six months) determine the rate for display advertising. *Please submit your ad digitally as a black and white PDF or JPEG file only (300 dpi).* 

### **Summerlines Rate Card**

Monthly display rates are as follows (width by length):

	(back cover only)
1/4" x 7 1/4"	\$1,210 per issue
1/4" x 4 3/4"	\$871 per issue
1/2" x 4 3/4"	\$508 per issue
1/2" x 2 1/4"	\$290 per issue

### Discounts

3

3

7

7

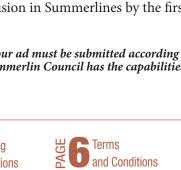
Sign a minimum three-month contract with Summerlines and apply a 10 percent discount to these advertising rates. Contract maximum is six months.

#### **Submittal Deadlines**

Digital artwork must be submitted to The Summerlin Council for inclusion in Summerlines by the first day of each month prior to distribution unless otherwise noted.

Please note: The Summerlin Council does not provide graphic artist services. Your ad must be submitted according to the specs described in the contract. If your ad needs to be re-sized and The Summerlin Council has the capabilities to do so, you may be charged a \$25 fee.







## **2024 Publication Submittal Dates**

### **Summerlines**

The 2024 Summerlines production calendar and due dates for each monthly issue are below. Please submit your digital advertising to kelly@summerlincouncil.com based on the following schedule:

•	January 2024	Due December 1, 2023
•	February 2024	Due January 2, 2024
•	March 2024	Due February 1, 2024
•	April 2024	Due March 1, 2024
•	May 2024	Due April 1, 2024
•	June 2024	Due May 1, 2024
•	*July 2024	Due May 22, 2024
•	*July 2024 *August 2024	Due May 22, 2024 Due June 21, 2024
•		
•	*August 2024	Due June 21, 2024
•	* <i>August 2024</i> September 2024	<i>Due June 21, 2024</i> Due August 1, 2024

### \*Please note early submittal date.

Please direct any questions to Kelly Cawood at 702-936-4251 or E-Mail kelly@summerlincouncil.com.

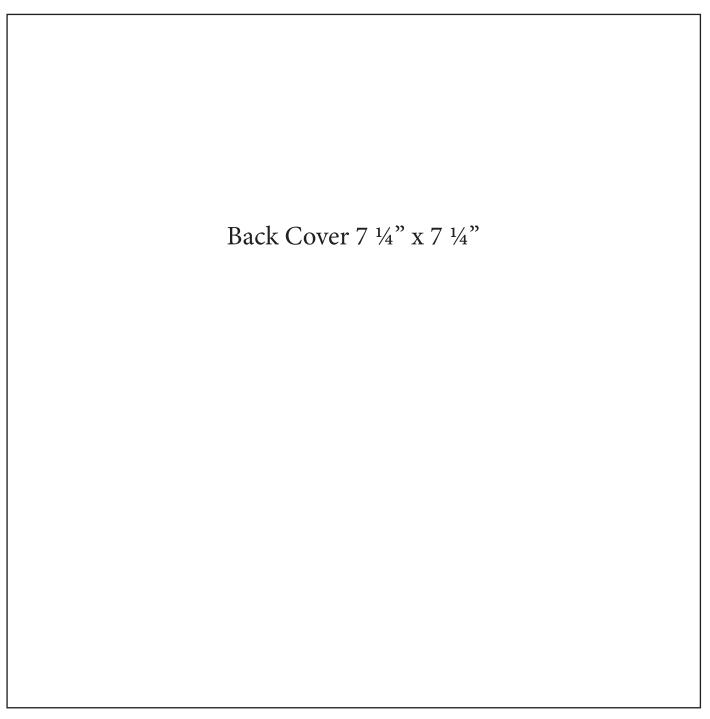
# **The Summerlin Council Advertising Agreement**

Advertiser's Name					
Contact Person					
Address		City	State	Zip	
Daytime Phone Fax		E-Mail	E-Mail		
Type of Business					
(Please check all that apply:)					
Summerlines		Contract Fees			
Size		Summerlines Ad Ra	ite:		
<ul> <li>☐ 3 1/2" x 2 1/4" (\$290 per issue)</li> <li>☐ 3 1/2" x 4 3/4" (\$508 per issue)</li> <li>☐ 7 1/4" x 4 3/4" (\$871 per issue)</li> <li>☐ 7 1/4" x 7 1/4" (\$1,210 - <i>back cover</i>)</li> </ul>		Less 10% 3-month+ Contract Discount ( <i>if applicable</i> ):			
		Total Contract Fee: \$			
Issue		(Oneens only mune puyt		jounem j	
<ul> <li>January 2024</li> <li>February 2024</li> <li>March 2024</li> <li>April 2024</li> <li>May 2024</li> <li>June 2024</li> <li>July 2024</li> <li>August 2024</li> <li>September 2024</li> <li>October 2024</li> <li>November 2024</li> <li>December 2024</li> </ul>	Notes: Please note: Payment contract. If payment the publication and the All subm as a	FOR OFFICE USE te t in full must accompan- is not made in full, the is contract will be void ads must itted digi PDF or Ji nly (300 d	ny this signed ad will not run in a. be tally PEG		
Sign a minimum three-month o Summerlines and apply a 10 per-		My black and white ad is be □ PDF □ JPEG	eing sent electronically in th	e following format:	
By my signature below, I accept the terms and condition reserves the right to refuse any ad not deemed accepta understand that The Summerlin Council may limit the all ads. I understand that The Summerlin Council doo that my digital ad must be submitted in 300 dpi or mo The Summerlin Council accepts no liability for the con Summerlin Council. In consideration of your accepting this advertisement, Summerlin South Community Association, The Sum Howard Hughes Properties, Inc. and The Howard Hug damages resulting from or in any way arising out of the	ble in nature or layout ar e number of companies s es not offer graphic artist re and if not, The Summo ntent of ads or errors then I hereby agree to indemi- nerlin West Community ghes Company, LLC. and	In that the ad publication is subject ubmitting ads for the same servi- services and if the ad is not in the relin Council is not responsible for rein, and the acceptance of an ad nify and hold harmless The Sumi Association, Summerlin Centre ( any of their officers, agents, and	ect to space availability in a s ce or merchandise, and dete te proper format, may be una or the final outcome of the a does not constitute approva merlin North Community A Owners Association, The Su	pecific issue. I rmines placement of accepted. I understand d. I understand that l or endorsement by The essociation, The mmerlin Council, and	
Advertiser Signature		The Summerlin Council Signature			

Quarter Page - Vertical Only 3 <sup>1</sup>/<sub>2</sub>" x 4 <sup>3</sup>/<sub>4</sub>"

Business Card Size -Horizontal Only 3 <sup>1</sup>⁄<sub>2</sub>" x 2 <sup>1</sup>⁄<sub>4</sub>"

### Half Page - Horizontal Only 7 ¼" x 4 ¾"



A 10% discount will be applied to a minimum 3-month contract.

For more information or to place an advertisement, please contact Kelly Cawood at 702.936.4251 or E-mail kelly@summerlincouncil.com.

# The Summerlin Council Terms and Conditions

- **I. General.** All advertising including, but not limited to, business and political shall be subject to the following conditions:
  - A. The acceptance of a business ad does not constitute approval or endorsement by The Summerlin Council. The Summerlin logo may not be used as a part of ad content, nor should ad contain any reference, which would lead the reader to assume endorsement or participation by The Summerlin Council.
  - B. The Summerlin Council reserves the right to refuse any ad not deemed acceptable in nature or layout. Ad publication is subject to space availability and could be postponed due to lack of space in a specific issue. The Summerlin Council reserves the right to limit the number of companies submitting ads for the same service or merchandise and determining placement of all ads.
  - C. Disclaimer: The acceptance of any ad does not constitute approval or endorsement by The Summerlin Council. The Summerlin Council accepts no liability for the content of ads or errors therein.
  - D. Ad Rates: All advertising is subject to the current advertising rates. Current rate schedules are available at The Summerlin Council offices or on our website, summerlink.com.
- **II. Display Ads.** In addition to the conditions stated in Section A, display ads are subject to the following terms and conditions:
  - A. The number of ad sizes and spaces available are subject to change on a monthly basis and are at the discretion of The Summerlin Council.
  - B. Ads must conform by being properly sized and must be presented to The Summerlin Council in digital form by the deadline date stated. Ad content can be changed each publication if a new digital file (sized appropriately) is submitted to The Summerlin Council by the deadline date stated. All ads must be typeset. Handwritten ads will not be accepted, unless completed in a professional "calligraphy", or other similar style.
  - C. Current rate schedules are available from The Summerlin Council. There will be an additional charge for any adjustment, modification, typesetting or resizing of ads. The advertiser is responsible for providing the final ad to The Summerlin Council and should make any changes prior to the deadline date stated.
  - D. Payment Terms: **All ads must be paid in full upon the execution of the agreement.** Failure to meet these terms may result in the ad being pulled from publication and loss of future advertising privileges. Method of payment accepted are credit cards or checks (payable to "The Summerlin Council.")
  - E. Political Ads: The Summerlin Council does not accept political advertisements from candidates for local offices including, but not limited to, City, County, State, Judicial, School District and Community Associations.