

2023 SHHA Commercial Advertising Rate Card

Effective September 1, 2022

The Sandia Heights Homeowners Association (SHHA) publishes a monthly newsletter and an annual Resident Guide and Directory. The newsletter and the Resident Guide and Directory are distributed to all SHHA members in the Sandia Heights community which is in the foothills area of Bernalillo County.

A business or individual may place commercial advertising in either or both publications subject to space constraints, availability, and the commercial advertising policies set by the SHHA. The current commercial advertising rates for each publication and the SHHA commercial advertising policies are described below.

Advertisers should review the SHHA commercial advertising policies prior to placing any advertisement. Payment for and placement of an advertisement accepted by the SHHA in any SHHA publication constitutes acceptance of the SHHA commercial advertising rates and policies by the advertiser.

SHHA Publications

The GRIT Newsletter

The GRIT is the community newsletter published twelve times per year with a circulation to over 1,800 homes. SHHA members can receive *The GRIT* by mail (black-and-white hardcopy) and by email notification (full-color online version). *The GRIT* is also available for public viewing online at our website:

www.sandiahomeowners.org. A typical *GRIT* is twelve 8.5" x 11" format pages. All advertisers will receive a hardcopy of each issue of the *GRIT* in which they have placed an ad.

The Resident Guide and Directory

The Resident Guide and Directory is a community directory published annually at the beginning of the year with a circulation to over 1,800 homes. A typical *Resident Guide and Directory* is over one hundred 8.5" x 11" pages bound in magazine format. Ads are in full color. Copies of the *Resident Guide and Directory* will be available upon request to those who advertise in it.

SHHA Commercial Advertising Rates For 2023

The GRIT Newsletter (no rate change from 2022) - Tax decrease from 6.4375%

Ad Type	Size (W x H)	Placements	Price	Tax (6.3125%)	Total
Business Card	3.5" x 2.0"	12	\$676.00	\$42.67	\$718.67
Quarter Page	3.6" x 4.5"	12	\$1300.00	\$82.06	\$1,382.06
Half Page	7.3" x 4.5"	12	\$2,412.80	\$152.31	\$2,565.11
Full Page	7.3" x 9.4"	12	\$4,680.00	\$295.43	\$4,975.43

Resident Guide and Directory Color (no rate change from 2022) - Tax decrease from 6.4375%

Special Position	Size (W x H)	Placements	Price	Tax (6.3125%)	Total
Half Page	7.3" x 4.5"	1	\$1,293.83	\$81.67	\$1,375.50
Full Page	7.3" x 9.4"	1	\$2,242.65	\$141.57	\$2,384.22

Notes:

1. Ads for the printed *GRIT* publication are published in black and white. Ads for the online *GRIT* publication are in color.
2. A black line border will be placed around ads, as necessary.
3. Advertisers must supply camera-ready artwork at 100% of the specified ad size in .JPEG or .PDF format (a .jpeg is preferred).
4. **Advertising is accepted subject to space limitations on a first-come, first-served basis.**
5. All Advertising is subject to gross receipt tax. Currently, the rate of 6.3125% is good through December 2022, after which the tax rate may change.

SHHA Commercial Advertising Policies

General Policies.

1. Advertisers purchasing placements in *The GRIT* newsletter will be allotted **ONE** ad change within the year at no extra charge. Advertisers desiring to change an advertisement more than once will be subject to a \$40.00 fee for **each** change plus applicable tax.
2. Commercial advertising rates apply to all ads placed by businesses, individuals, or associations for commercial purposes. The classification of an ad as commercial will be determined by the SHHA.
3. SHHA reserves the right to review all advertising content prior to publishing and/or distribution. SHHA reserves the right to reject or cancel any advertisement which is not considered to be in the best interests of the SHHA or its members.
4. Placement of an advertisement in a SHHA publication does not imply an endorsement by the SHHA or its members. Advertisers may not make any statements that would imply any endorsement by the SHHA or its members.
5. SHHA reserves the right to reject or cancel any advertisement at any time by refunding the pro-rata portion of any fees paid for advertisements that are canceled.
6. All advertising fees are subject to any applicable taxes.
7. All advertising will be placed in the publication by the SHHA. No adjustments, reinsertions, or refunds will be made because of position.
8. SHHA is not liable for any damages whatsoever resulting from omission of any portion of an entire insertion beyond the value paid by the advertiser for the space occupied by the advertisement. SHHA will refund the pro-rata portion of the advertising fee for any ad inadvertently omitted from a publication.
9. SHHA is not responsible for errors in advertising content. Advertisers are solely responsible and liable for the contents of their ads.
10. Advertising that resembles reading matter will be labeled "Advertisement".
11. SHHA reserves the right to revise advertising rates at any time upon 30-day notice prior to a rate revision. All advertising placed before any rate increase will run for the specified number of placements at the original fee.
12. SHHA is not responsible for non-publication or non-distribution due to factors beyond its control.
13. **All advertisement layouts must be submitted to the SHHA office prior to the closing date for the publication the advertisement is to run in. Closing dates for the 2023 advertising are:**

2023 Resident Guide and Directory – November 4, 2022

2023 January GRIT – December 9, 2022

2023 Subsequent Monthly GRIT Newsletters – All advertisement changes must be submitted no later than the 10th of the month preceding the issue (e.g., May 10th for the June GRIT issue) and are subject to a \$40.00 fee (plus tax) for the second and each subsequent change.

Terms of Payment

1. All advertisements must be paid in full prior to the advertising.
2. Payment may be made by cash, check, or money order.
3. Checks not honored for payment will result in cancellation of the advertisement and possible collection fees.