



Advertising Information/ Media Package

For advertising reservations, please contact Martin Brown, Art of Living Director, at Mbrown@ccmnet.com or 850.656.8750.

Homeowner Statement Inserts

Customized **full color** advertisements are included with homeowner assessment statements which are distributed to over 1,600 SouthWood homeowners each quarter. PDF versions of the advertisement inserts are also displayed within eStatements for homeowners who have chosen to go paperless. With the reach of audience and placement of the publication, this makes for an excellent opportunity for businesses to reach a targeted audience.

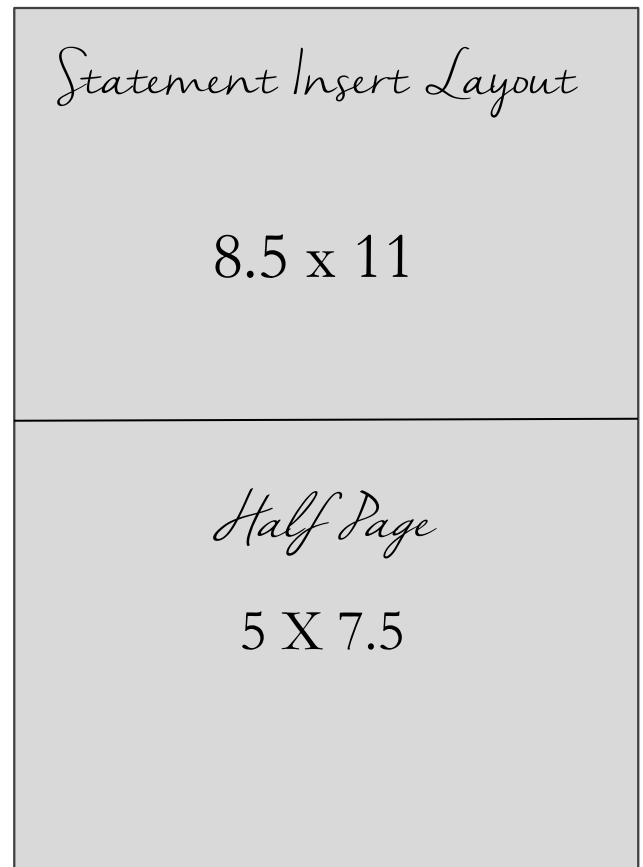
Businesses can choose from three advertisement formats:

Format	Dimensions	Rate
Black & white Half Page	"5 x 3.75"	\$250.00
Black & White Full Page	"8.5 x 11"	\$400.00
Color	"8.5 x 11"	\$900.00

Submission Deadlines

Issue Date	Artwork Due Date
January 2017	November 15, 2016
April 2017	February 15, 2017
July 2017	May 15, 2017
October 2017	August 15, 2017

Notice: SouthWood Residential Community Association reserves the right to decline any advertisement. Publication dates may vary from those described here. We are not responsible for editing advertisements





Submitting Your Advertisement

Email files no larger than 5MB to Mbrown@ccmcnet.com by submission deadline. Acceptable advertisement formats include press-ready .pdf or .jpg files saved to resolution of 300 dpi, and no bleed.

SouthWood e-Newsletter

SouthWood's weekly e-Newsletter is sent out every Wednesday to over 1,800 subscribers. This newly redesigned communication tool provides subscribers with a snapshot of community news and information. Our e-Newsletter consistently out performs industry averages.

Statistics

Open Rate
48.5%

Percentage of total recipients (successful deliveries) that open the email.

Industry Average
22.8%

Based on MailChimp customer data.

Business discounts are available if applicant would like to advertise for multiple weeks.

*Submitted advertisement dimensions may be smaller than maximum dimensions listed but may not be larger.

This Week in SouthWood
e-Newsletter for January 8, 2014

Art of Living Update
The Art of Living Program is excited to announce a new [discussion group series!](#) SouthWood resident, Andrew Miller, is forming a planning committee which will meet to decide upon topics of interest. Our community is home to educators, social workers, medical professionals, lawyers, artists and others who would be perfect candidates for session leaders. In addition to planning committee members and session leaders, we are also looking for input from residents who are interested in attending the sessions. This new group will be a great

UPCOMING EVENTS
January 10th, 11:00 a.m.
SouthWood Gives Back at The Shelter
January 28th, 6:00 p.m.
Quarterly Board Meeting at the Community Center
February 5th, 11:30 a.m.
Lunch Bunch at SouthWood Golf Club
[RSVP](#)

Format	Maximum Dimensions*	Rate/Week
Horizontal/ full color : Display ad below article page	175px(w) by 450px(h)	\$50

SOUTHWOOD RESIDENTIAL COMMUNITY ASSOCIATION



Submitting Your Advertisement

Email files no larger than 5MB to Mbrown@ccmcnet.com by submission deadline. Acceptable advertisement formats include press-ready .jpg or .png files saved to resolution of 300 dpi. A logo or picture is acceptable, along with no more than 600 characters. Advertisements must be submitted **no later** than 5:00 p.m. on the Monday prior to the advertisement start date.

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SouthWood Vendor List

SouthWood’s approved community vendor list is a great way to directly market your business to SouthWood’s 1,600+ homes. This list is provided to new homeowners and tenants as part of their welcome packets. In addition, the SouthWood vendor list is posted on the SouthWood community website, community mobile app and is also displayed in the SouthWood HOA office.

Vendors must submit an application to the HOA office to be considered for the list. Please contact us at mbrown@ccmcnet.com for an application. The annual fee for approved vendors is \$100.

Notice: SouthWood Residential Community Association reserves the right to decline any vendor. We will not endorse or recommend certain vendors to residents.

SOUTHWOOD RESIDENTIAL COMMUNITY ASSOCIATION



Advertising Contract

Publication	Ad Format	# of Issues	Price per Ad
Total:			

Advertisement Start Date:

Business Name and Billing Address:

Purchased by:

Phone:

Email:

Signature:

Date:

Details

Payment

A signed advertising contract commits advertiser to the indicated rate and terms. Failure to provide artwork at required specifications or by required deadline does not exempt advertiser from payment obligation.

Please make checks payable to:

S.R.C.A.

Mail to:

S.R.C.A.
c/o Art of Living
3196 Merchants Row Blvd
Suite 130
Tallahassee, FL 32311

SOUTHWOOD RESIDENTIAL COMMUNITY ASSOCIATION