



Woodbridge Village Association

Dear Business Owner/Manager:

The Woodbridge Village Association, a planned community development located in Irvine, California, is currently accepting advertisements from local businesses for publication in our monthly newsletter, Reflections. As an advertiser, you will benefit from the circulation of Reflections, which is currently delivered to approximately 9,800 homes and apartments, reaching almost 30,000 Irvine residents. Reflections is delivered to all homes and apartments located within Woodbridge on the first of each month, and is also available 24 hours a day on our website. Reflections' large circulation to Irvine residents targets your business market; many of our current advertisers are so satisfied with their advertisements that they include Reflections as part of their annual marketing plan.

The Woodbridge Village Association is one of the largest planned community developments in both California and the United States. The community has been nationally recognized and has won several different awards throughout the years. The Association has created neighborhoods filled with community spirit that keeps residents enthusiastic and proud to live in Woodbridge. The Association has worked hard to create a sense of community by helping families establish annual traditions through yearly celebrations, programs to help others, community events, and monthly programs. Our residents have come to rely on Reflections to provide this sense of community, to inform them of community events, and to provide information on resources and businesses available within their community.

If you would like to view a current issue of our Reflections newsletter, please visit us on our website at www.wva.org and click on the Reflections link on the home page to view the entire newsletter.

If, after reviewing the enclosed information, you feel Reflections would complement your current marketing plan, please sign and return the enclosed Advertising Insertion Order along with your payment and artwork to our Offices. Please refer to our rate sheet for ad sizes, pricing and information on our payment schedule for monthly, 6 and 12 month contracts. For black and white ads running 6 consecutive months, we are pleased to offer a 10% discount and allow the payments to be made in two installments. For black and white ads running for one

year (12 consecutive months), we are happy to offer a 25% discount and allow payments to be made in three installments. If you are interested in color advertising, Woodbridge is also pleased to announce for the first time we will be offering full color advertisements on a first come basis. Space is limited. Thank you for considering Reflections as part of your advertising program. We look forward to working with you and your staff in the near future. If you have any questions regarding this information, please contact Kathy Tonokawa, Reflections Editor, at Reflections@wva.org.

Sincerely,

Kathy Tonokawa
Reflections Editor

31 Creek Road Irvine, California 92604-4799

Main Office (949) 786-1800
Main Fax (949) 786-1212

Community Rel/Recreation Fax (949) 786-1400
Maintenance Fax (949) 786-6677

...Achievements

2003
City of Irvine
Universal Design Award
Wintermist Park

2000
Community
Association Institute
Local Chapter
Newsletter of the Year
Reflections

1999
Irvine Ranch
Water District
Award of Excellence
Water Management

1997
American Institute
of Architects
Orange County
Award of Excellence
Neighborhood Places

1996
Community
Association Institute
Honorable Mention
Association of the Year
Local Chapter
Newsletter of the Year

1994
Urban Land Institute
National
Large-Scale Residential
Development
Award of Excellence

1991
Featured
Ninety-nine
Best Communities
in America

1990
Community
Association Institute
Association of the Year





Woodbridge Village Association

31 Creek Road
Irvine, California 92604-4799

Main Office: (949) 786-1800
Fax: (949) 786-1212

INSERTION
ORDER #

Advertising Insertion Order

The Reflections newsletter is a 16-24 page monthly publication that is mailed directly to the approximately 9,800 residences in the Woodbridge Village Association. We are pleased to offer display advertising for Reflections. To place an ad in Reflections, you must submit this Insertion Order along with the advertising artwork (**please see "Submitting Artwork" Flyer**) and payment in full by the first business day of the month prior to the month in which you wish the ad to run. We are pleased to offer discounts of 10% for 6 consecutive months of advertising and 25% for 12 consecutive months of advertising. In addition, we will allow our advertisers the option to pay in installments as noted below on a 6 and 12 month contract.

Name of Business _____

Contact _____

Address _____

City _____ Zip _____

Phone (____) _____ Fax (____) _____

E-mail Address _____

Please check the ad size and circle the rate below for which you are submitting for publication. Discounts only apply to consecutive months of advertising. **If your ad will run for 6 or 12 consecutive months, your may pay for your ad in installments. You may opt to pay a 6 month order in two payments, or 12 month order in three payments.**

When Would You Like This Ad to Run First Issue _____ Last Issue _____

Ad Size	Monthly	6 Consecutive Months			12 Consecutive Months		
		10% Discount	2 Installments	Total Cost	25% Discount	3 Installments	Total Cost
Black and White Ads							
<input type="radio"/> "One by One" (3.667" width x 1" height)	\$ 48.00	\$ 43.00	\$ 129.00	\$ 258.00	\$ 36.00	\$ 144.00	\$ 432.00
<input type="radio"/> Business Card (3.667" width x 2" height)	\$ 110.00	\$ 99.00	\$ 297.00	\$ 594.00	\$ 82.00	\$ 328.00	\$ 984.00
<input type="radio"/> Quarter Page (3.667" width x 5" height)	\$ 230.00	\$ 207.00	\$ 621.00	\$ 1242.00	\$ 172.00	\$ 688.00	\$ 2064.00
<input type="radio"/> Half Page (7.5" width x 5" height)	\$ 467.00	\$ 420.00	\$ 1260.00	\$ 2520.00	\$ 352.00	\$ 1408.00	\$ 4224.00
<input type="radio"/> Full Page (7.5" width x 10" height)	\$ 850.00	Full Page ads are only available on a monthly basis, as space permits.					
Full Color Ads							
<input type="radio"/> Half Page (7.5" width x 5" height)	\$ 700.00	All color ads are only available on a six-month contract basis and are ineligible for any discounts.					
<input type="radio"/> Full Page (7.5" width x 10" height) - (available on inside, back cover)	\$1,350.00						

Payment for 6 month contract

1st installment due at time of signing this Insertion Order.....

You will be invoiced for the second installment in 3 months

Payment for 1 year contract

1st payment of 4 months due at time of signing this Insertion Order

You will be invoiced for the second installment in 3 months and the final installment in 7 months

Total Payment Enclosed with this Insertion Order.....\$ _____ Check # _____

I understand and agree to the Woodbridge Village Association's Advertising Terms and Conditions as stated on the back of this form.

Advertiser's Signature

Date

WVA Advertising Conditions and Terms

Reflections is a monthly publication of the Woodbridge Village Association (WVA), 31 Creek Road, Irvine, California 92604, (949) 786-1800. The acceptance of a business ad in *Reflections* does not constitute approval or endorsement by the WVA. The WVA logo may not be used as part of ad content, nor should an ad contain any reference which would lead the reader to assume endorsement or participation by the Woodbridge Village Association.

Artwork

1. **Camera-ready, black and white artwork is required. Ads may either printed on photo or laser paper, or, preferably, saved as a black and white TIFF or JPEG file for PC (or 4-color ad if purchased) with all graphics included (ads must be sized appropriately, minimum resolution is 300 dpi).**
2. All ads must be typeset. Handwritten ads will not be accepted, unless completed in a professional "calligraphy" or similar style.
3. Ad content may be changed each month for business card size or larger ads if new artwork (sized appropriately) is submitted to the WVA by the deadline date.

Payment

1. Payment for Insertion Orders less than six months must be paid in full at the time of insertion. Insertion Orders for six months or more may be paid in installments, with the first installment received by the deadline date.
2. Ads running for six (6) or twelve (12) consecutive months may be paid in installments. Six (6) month insertions may be paid in two payments (first installment is due at the time of signing of Insertion Order, second installment is due three months later). Twelve (12) month insertions may be paid in three payments (first installment is due at the time of signing of Insertion Order, second installment is due three months later, and the final installment is due seven months later.)
3. Full Color ads are ineligible for any rate discounts.
4. All advertising is accepted on a pre-paid basis. Past due balances on invoices for advertisements will result in the interruption of ad placements until the balance is brought current. Unpaid balances more than 30 days old will result in the termination of the Insertion Order and the organization may no longer be able to advertise in any WVA publication.
5. All discounts are offered on the insertion of the same size ad. Ad sizes may not be combined to qualify for any discounts.
6. Payments for all advertising must be paid by check, made payable to the Woodbridge Village Association.
7. Advertisers who cancel their advertising before the term of their Insertion Order is completed will be back-charged for ads which were published in *Reflections*, reflecting any discounts which may have been offered, based upon the length of advertising.

Deadlines

1. The deadline for placing an ad is the first day of the month prior to the month in which the ad will run (i.e. March 1st is the deadline for an ad in the April issue). Ads which have not been pre-paid or for which artwork has not been received will not be run. No exceptions.
2. The number of ad sizes and spaces available are subject to change on a monthly basis, at the discretion of the *Reflections* Editor. To help ensure space for an ad, please call in advance to reserve space.

Changes

1. Current advertisers will be required to conform to any future ad size changes and rate increases adopted by the WVA.
2. The *Reflections* Editor 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.
3. The *Reflections* Editor reserves the right to limit the number of companies submitting ads for the same service or merchandise, and to determine placement of all ads.

Publication

1. Advertisements will be published in the monthly issue of *Reflections*, and may be posted on the Woodbridge Village Association website (www.wva.org).

Political Ads

1. Political ads must contain the following disclaimer in a minimum 8 pt. font in their ad: **Paid advertisement. Does not imply endorsement by the Woodbridge Village Association.**

Reflections Display Advertising Sizes
for BLACK AND WHITE Ads

Full Page Ad • 7½" width x 10" height

Cost:
Monthly\$ 850.00 per month
6 Consecutive Months\$ 765.00 per month
12 Consecutive Months\$ 638.00 per month

"One by One" Ad • 3⅔" width x 1" height

Cost:
Monthly\$ 48.00 per month
6 Consecutive Months\$ 43.00 per month
12 Consecutive Months\$ 36.00 per month

**Business Card Ad
3⅔" width x 2" height**

Cost:
Monthly\$ 110.00 per month
6 Consecutive Months\$ 99.00 per month
12 Consecutive Months\$ 82.00 per month

**Quarter Page Ad
3⅔" width x 5" height**

Cost:
Monthly\$ 230.00 per month
6 Consecutive Months\$ 207.00 per month
12 Consecutive Months\$ 172.00 per month

**Half Page Ad
7½" width x 5" height**

Cost:
Monthly\$ 467.00 per month
6 Consecutive Months\$ 420.00 per month
12 Consecutive Months\$ 352.00 per month

Reflections Display Advertising Sizes
for FULL COLOR Ads

1. All ads are only available on a 6-month contract.
2. Full color ads are ineligible for any discounts.

**Full Page Ad • 7½" width x 10" height
For Full Color Ads**

Cost:

Monthly\$1,350.⁰⁰ per month

*Ad is only available on inside, back cover.

**Half Page Ad
7½" width x 5" height
For Full Color Ads**

Cost:

Monthly\$ 700.⁰⁰ per month

*Ad is available on either the inside front,
or inside, back cover.



Sending Artwork is Easy!

How should I prepare my ad for publication?

For the highest quality results, we **highly** recommend you submit your artwork electronically. The following guidelines will help you prepare any artwork you send.

1. All artwork must be submitted camera-ready.

What this means: We will **not** make any changes to your ad. Your ad must be submitted **exactly** as you would like it to appear in *Reflections*. We **will** add a standard border to all ads.

2. All artwork must be submitted to the exact measurements as they appear on the Insertion Order and below.

What this means: We will not resize your ad. In many cases, ads which are submitted too large for an ad space may not *proportionately* be resized to the space which you have purchased. For example, an ad measuring 8-1/2" high x 11" wide *cannot* be resized to fit a Business Card space of 2" high x 3.667" wide.

3. Unless you have purchased a full color ad, all artwork must be submitted in black and white.

What this means: During the production process, we must supply our printer with completed black and white pages; we are unable to include any color images on these pages. To do so will slow down the production schedule. In addition, the conversion of some colors to black and white or grayscale may result in artwork that is unacceptable to you, the advertiser.

Color Requirements: All ads submitted for publication in full color, must be submitted as a CMYK TIFF with 300 dpi resolution.

4. All artwork submitted electronically must be submitted in either JPEG or TIFF format.

What this means: The *Reflections* newsletter is prepared utilizing a professional desktop publishing program. The inclusion of all ads in an electronic form will help to expedite the production process, thus minimizing the "pre-press" time. As such, we have found that artwork submitted in either the JPEG or TIFF format minimize any font and artwork problems.

What this means - part two: Please do not submit your artwork in any other format (.bmp, PDF, .doc, etc.).

5. All artwork submitted electronically must have a minimum resolution of 300 dpi/ppi.

What this means: Many software programs will generate a low resolution/low quality image (often 72 dpi/ppi). The lower the resolution, the lower the quality of production, which may mean a pixilated (jagged) image. The higher the resolution of the artwork, the better the reproduction.

How can I submit my artwork?

Artwork may be submitted:

- **Electronically** by e-mail (send to ReflectionsEditor@yahoo.com) as an attachment.
- **On CD** (please provide us with a hard copy proof).
- **Black and White Laser Print**

What if I don't know how to prepare the artwork to your specifications?

Many local copy shops also offer desktop publishing services for a nominal fee. If you are unsure of what our requirements mean, this may be a good opportunity to find a professional. Many of the services will be able to assist you in your artwork from design to preparation for publication.

If you have any questions regarding our advertising program, for quickest response, please e-mail Kathy Tonokawa, *Reflections* Editor at Reflections@wva.org.