

Heritage Lake Highlights Advertising—Make checks payable to HLCS Inc.

Mail to HLCS, 26 Gettysburg, Coatesville, IN 46121 or deliver with Ad Copy to Heritage Lake POA Office

## Newsletter



## Advertising Guide

We are a not for profit 501.c.3 publisher for the Heritage Lake Community. Our primary publications today include the monthly publication of the Heritage Highlights Newsletter, and the annual publication of the Heritage Lake Telephone Directory. Our goal is to provide useful information for events in the community, information about POA operations and public safety information unique to our environment.

The Heritage Lake Highlights Newsletter is printed and distributed to strategic locations at the lake including the Clubhouse and the Marina. The Newsletter is emailed to all Heritage Lake Residents, and posted for viewing and/or download to all Heritage Lake subscribed residents at the HLPOA website [HLPOA.com](http://HLPOA.com)

**Impactful Format Change Coming Soon!** It is not lost on us that up to now, all ads have been placed on the back pages of the newsletter, thus allowing readers to see the news and perhaps skip viewing ads entirely. This can occur in the online version of the Newsletter as well. Accordingly we will begin placing ads dispersed throughout the newsletter, thus increasing the views your Ads should get. We sincerely hope you find this a welcome change and value add for your advertising dollars!

At the end of 2019, our long serving General Manager & Publisher, Harold Paetow will be retiring and stepping away from HLCS. Rick Miller will assume the position vacated by Harold. A long time resident (21 years) of Heritage Lake, Rick is committed to continuing the publications created and matured by Harold in their present form, while constantly looking for ways to improve or expand the content we provide.

Future directions are to develop an online web based Newspaper publication while continuing the existing printed newsletter. Our goal is to expand our content, and give our advertisers added value of Targeted ad placement, Links to their web site, active content, 1 click phone dialing, and advertising analytics to measure your advertising dollar value and return. This will require significant time and effort, but we are convinced it is the right thing to do for both our readers and our advertisers.

Everything we do cannot be achieved without our advertisers. We owe our very existence to you. You have our thanks and our commitment to provide a product worthy of your support.

On the following pages you will find our newsletter ad copy options and prices. For best and fastest results, email your ad copy to [hhighlights@gmail.com](mailto:hhighlights@gmail.com). Make Checks Payable to HLCS Inc. and snail mail to HLCS, 26 Gettysburg, Coatesville, IN 46121 or optionally deliver your check and/or ad copy to the HLPOA office at the Heritage Lake Clubhouse.

We pledge to always be open to constructive ideas and content for our publications. If we can be of service, please feel free to reach out to Rick at 317-766-4118 or [RLMiller@crtc.com](mailto:RLMiller@crtc.com)

Thank you,

*Rick*

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HLCS Inc.  
26 Gettysburg  
Coatesville  
[hlhighlights@gmail.com](mailto:hlhighlights@gmail.com)  
317-766-4118



## Heritage Lake Highlights Newsletter Advertising Purchase Order

Bill To:

Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_  
 State: \_\_\_\_\_  
 Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Email Address: \_\_\_\_\_

In the pricing grid below place the number 1 in each of the months you want your add placed, then use that to calculate your selected number of months and amount due. If ordering for the entire year, just enter the Full Year Discounted Price for your Ad Size selection Amount Due column.

Ad Size	Full Year Discounted Price	Price per Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Sum of selected months	Amount Due = # of months * Price per Month
Full Page	\$1,750	\$175														
6x8 Landscape	\$1,500	\$150														
4x8 Landscape	\$1,000	\$100														
4x6 Portrait	\$750	\$75														
4x4 Square	\$500	\$50														
2x3.5 Bus Card	\$300	\$30														
															<b>Total Due</b>	

Authorized by: \_\_\_\_\_ (signature)  
 \_\_\_\_\_ (printed)

Please make checks payable to HLCS, Inc. and deliver to Rick Miller or to the HLPOA office at the Clubhouse.

Thank you for your support!

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Full Page  
9.75" x 8"  
\$175

Email Ad Copy to:

[hlhighlights@gmail.com](mailto:hlhighlights@gmail.com)

(or deliver to the HLPOA office at the clubhouse)

All ad sizes may be adjusted by fractions of an inch  
to achieve visual separation from other content

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Mail to HLCS, 26 Gettysburg, Coatesville, IN 46121 or deliver with Ad Copy to Heritage Lake POA Office

6" x 8"  
Landscape  
\$150

Email Ad Copy to:

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4" x 8"  
Landscape  
\$100

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4" x 6"  
Portrait  
\$75

4" x 4"  
Square  
\$50

2" x 3.5"  
Business Card  
\$30

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