

2014 Mueller Front Porch Flyer

Underwriter Spec Sheet

Opportunity:

The Front Porch Flyer is a quarterly publication delivered to the doorstep of over 1000 Mueller-area, single-family households, and made available to over 900 more Mueller multi-family households at the Mueller Mosaic, Elements and Wildflower Terrace. The Flyer is also preserved online at www.muellercommunity.com

Underwriting Message Formats and Rates:

If you wish to communicate with Mueller households by underwriting the Front Porch Flyer, you may do so by the following methods:

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| • Annual Quarter-Panel Message (4"x3.5"): | \$220 for 4 issues |
| • Annual Business Card Message (2"x3.5"): | \$120 for 4 issues |
| • Single-Issue Quarter-Panel Message (4"x3.5"): | \$70 for 1 issue |
| • Single-Issue Business Card Message (2"x3.5"): | \$40 for 1 issue |

These grayscale or color messages should measure either 2 inches (Business Card) or 4 inches (Quarter-Panel) *vertically* and measure 3.5 inches *horizontally*. They may contain graphics, logos, contact information, and marketing materials. It is expected that the underwriter would supply the message in a common graphic format (JPG or PDF preferred) to fpfads@gmail.com.

Publication Schedule:

Underwriter's may refresh their message each with each quarterly issue. The Front Porch Flyer's publication schedule is as follows:

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| • Winter – publishes in early February | Art due by January 15th |
| • Spring - publishes in May | Art due by April 15th |
| • Summer - publishes in August | Art due by July 15th |
| • Fall - publishes in November | Art due by October 15th |

Contact fpfads@gmail.com to underwrite the Front Porch Flyer.

Mueller Neighborhood Association
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