

Messenger Newsletter

The *Messenger* is generally published the second or third Thursday of the month starting in September and running through to the end of the school year in June (please note detailed calendar below). The monthly *Messenger* is mailed to all SWSF families, as well as emailed to over 1000 extended family, alumni and friends.

We also offer advertising in our weekly *mini-messenger*, which is emailed to families every Monday, except for the weeks the monthly *Messenger* is published. Advertising in the *mini-messenger* is the same cost no matter how many Mondays your ad is published—two Mondays is the same as four, for example. Changes to your ad mid-month is not encouraged.

For inclusion into either the monthly or the mini- *Messenger*, please submit your ad material or text to messenger@summerfieldwaldorf.org.

In addition to the text of the ad you wish to run, please include your name, address and contact phone number, and the issues in which you would like your ad to be run.

The publication dates, along with the deadlines to get ads into the monthly *Messenger*, are:

(Subject to change)

Issue 1: 9/13/2018, Deadline: Tuesday, 9/4
Issue 2: 10/11/2018, Deadline: Tuesday, 10/2
Issue 3: 11/1/2018, Deadline: Tuesday, 10/23
Issue 4: 12/13/2018, Deadline: Tuesday, 12/4
Issue 5: 1/17/2019, Deadline: Tuesday, 1/8
Issue 6: 2/14/2019, Deadline: Tuesday, 2/5
Issue 7: 3/14/2019, Deadline: Tuesday, 3/5
Issue 8: 4/11/2019, Deadline: Tuesday, 4/2
Issue 9: 5/16/2019, Deadline: Tuesday, 5/7
Issue 10: 6/4/2019, Deadline: Thursday, 5/30

The deadline to get ads into the *mini-messenger* is by noon on the first Monday of each month, but we will make every effort to include ads that arrive mid-month. Please note, there is usually no *mini-messenger* sent out during school breaks.

Ads will not run until payment is received.

You may pay by check, (made out to SWSF,) or Visa/Master Card by filling out the following Credit Card Charge Request. Return it by email (messenger@summerfieldwaldorf.org), or fax (575-7673).

Rates for the Monthly *Messenger*

Classified ad: \$20 for approximately 40 words
Graphic (any digital format—roughly business card size): \$60

Rates for the *mini-messenger*

Classified ad: \$30 for the entire month (3 to 4 issues)
Graphic (any digital format—roughly business card size): \$70

Special Combination Deals:

Classified: \$40 for a month in the *Messenger* and the *mini-messenger*, or
Graphic (any digital format—roughly business card size): \$80 for a month of both the *Messenger* and the *mini*.

Please contact messenger@summerfieldwaldorf.org re rates for graphics larger than business card size.

Messenger Ad Request

Date: _____

Name (print): _____

Organization: _____

Address: _____

Phone Number: _____ Email address: _____

Website: _____

Payment Method: Check Credit Card

If paying by check, please deliver to 655 Willowside Road, Santa Rosa, CA 95401

Credit Card #: _____ Expiration Date: _____

Billing Zip Code: _____ Billing Address #: _____

Issue:

All Issues:

Sept:

Jan:

May:

Oct:

Feb:

Jun:

Nov:

Mar:

Dec:

April:

Ad Type:

Classified Text Ad: Monthly, \$20 *mini*, \$30 Monthly/*mini* special, \$40

Graphic Display Ad: Monthly, \$60 *mini*, \$70 Monthly/*mini* special, \$80

Total Cost: _____

Ads Will Not Be Printed Until Payment is Received

(ads are non-refundable)

Fax this form to 575-7673, or email this information to messenger@summerfieldwaldorf.org.