

## DISPLAY ADVERTISING OPPORTUNITIES - ONLINE EDITION

The Review is a community newspaper published by the nonprofit Phinney Neighborhood Association (PNA). It contains articles on local businesses, human interest, issues affecting north-end neighborhoods, as well as events, programs and classes of interest to the community. We publish four times per year: winter, spring, summer and fall.

The Review usually has a circulation of 21,000 with 20,000 mailed directly to PNA members and all residents in the Phinney Ridge and Greenwood neighborhoods. It is also distributed to local libraries and community locations.

However, during COVID-19, budget constraints have caused us to take the edition online. The online edition is distributed to:

- 7,800 people and businesses via e-mail
- PNA Facebook (5,900 followers)
- PNA Instagram (1,500 followers)
- PhinneyWood.com blog

The online edition likely reaches fewer households, so we are offering discounted advertising (30 percent) while we are online. The online edition does have advantages:

- We can include a clickable link to your website
- We can run a color ad at no additional cost

We are only offering one-issue ordering at a time right now (as opposed to a year at a time), since we aren't sure when we are going back to print.

Please email [ads@phinneycenter.org](mailto:ads@phinneycenter.org) with questions!

## SIZES & RATES

1-column ads		
Width	Height	Cost
2.25"	2"	\$28
2.25"	3"	\$42
2.25"	4"	\$56
2.25"	5"	\$70
2.25"	6"	\$84

2-column ads		
Width	Height	Cost
4.75"	2"	\$56
4.75"	3"	\$84
4.75"	4"	\$112
4.75"	5"	\$140
4.75"	6"	\$168
4.75"	7"	\$196

(1/4 pg)

PNA Business Members get a 10% discount on ad orders

## Why choose The Review?

- Target the Phinney-Greenwood neighborhoods directly
- Gain recognition as a local business
- Build community ties by supporting the PNA
- Online edition includes a link to your website
- Spend wisely; it's affordable!