

# ADVERTISE WITH SONA

The Sherman Oaks Neighborhood Association (SONA) prints and distributes 1500 newsletters the first week of each month. Newsletters are distributed to households and businesses with SONA's boundaries by volunteers.

## Where is SONA and who lives there?

SONA boundaries are Bascom Avenue on the west, Los Gatos Creek on the south, Highway 280 on the north and Meridian Avenue on the east.

- ◆ Median household income \$54,141
- ◆ Average age 30.2 years
- ◆ Married Households 44.9%
- ◆ Households w/children 34.5%
- ◆ 4,000 households and multi-family units

\*data provided by Coldwell Banker

## Specifications and Deadlines

- ◆ Advertisers to provide art or ad copy via e-mail or diskette.
- ◆ Black & White Only
- ◆ Payment and ads due by 20th of the month. Checks, cash or money orders.
- ◆ Site placement not guaranteed.
- ◆ Periodic or seasonal discounts cannot be combined.
- ◆ 1500 copies circulated monthly

## Ad Size and Cost

Discount rates are only valid if payment in full is made at beginning of ad run.

- 3.5"x2" Business Card (shown below)
  - \$ 25.00 1 month
  - \$ 60.00 3 months
  - \$ 90.00 6 months
  - \$120.00 1 year
- Combination of Business Card size available either horizontally or vertically.
- 1/2 page either vertically or horizontally
  - \$ 80.00 1 month
- Full Page \$150.00 1 month
- Coupon Inserts \$50.00 per 1500

## Disclaimer

SONA will not accept ads for tobacco, alcohol, firearms or other products or services deemed inappropriate for household delivery. Acceptance of advertising is at the sole discretion of the SONA advertising and editorial staff. Advertising rates subject to change. Ad rates effective 01/01/05

**Your ad could be here and on our website!**

**For information or to place an ad, contact:  
Randi Kinman  
408.835.2881**

**Mail payments to SONA, PO Box 59146  
San Jose CA 95159-0146**