



Dear Area Business Owner,

We proudly invite you to place an ad in *The Rotonda Rostrum* newsletter. Advertising with us is a cost-effective way to benefit your business. As you may know, the Rotonda is home to a large and extremely diverse group of middle/upper class residents in terms of age, occupation, income, national origin, etc., and advertising in the *Rostrum* is an efficient and effective way to reach each one of them. In fact, since soliciting on property is prohibited, it is the ONLY way to reach them directly through door-to-door distribution! The cost of a one-time 2" x 5" ad breaks down to around 7 cents per printed copy, and all ads are also posted on our website at [www.rotonda.org](http://www.rotonda.org).

Our owners/residents utilize local businesses & services for practically everything including:

- Retail Shopping
- Home Improvement Products & Services
- Legal Services
- Auto Care
- Health/Beauty Products & Services
- Recreation & Entertainment
- Accounting/Tax Services
- Communication Products & Services
- Restaurants & Food Delivery
- Medical Services
- Real Estate Services
- Insurance
- Printing & Business Services
- Educational Products & Services
- Travel & Lodging
- Much, Much More!

Furthermore, while the Rotonda is a secure, gated community, we have specific policies to facilitate deliveries and services for our residents - making it easier for you to conduct business here.

*The Rotonda Rostrum* newsletter highlights some of the current events and matters of the Rotonda community and is a valuable resource to our owners/residents and to our advertisers.

Please contact me to place your ad in our next newsletter or if you have any questions or comments.

We look forward to partnering with you!

Gabriela Fernandes  
Communications Coordinator  
703-821-0100 x401  
[gfernandes@rotonda.org](mailto:gfernandes@rotonda.org)

### ROTONDA DEMOGRAPHICS:

Constructed: 1978-1980  
# of Units: 1,168  
# of On-site Residents: approx. 3,000  
# of Off-site Owners: approx. 800  
# of Printed *Rostrum* Copies: 1,200

### Rotonda Rostrum Advertising Rates

Size (width x height), Inches	Rates		
	1 Issue	6 Issues*	12 Issues**
Business Card 3.5x2	\$90	\$485	\$865
Vertical or Horizontal 2x5	\$100	\$540	\$960
¼ Page 3.5x5	\$190	\$1,025	\$1,825
Square 5x5	\$240	\$1,295	\$2,305
½ Page 7.5x5 or 3.5x10	\$330	\$1,780	\$3,170
½ Page 2, 3, Fold, Inside Back Cover†	\$400	\$2,160	\$3,840
Full Page 7.5x10	\$540	\$2,915	\$5,185
Full Page 2,3, Fold, Inside Back Cover	\$590	\$3,190	\$5,665
Back Cover, Full 7.5x10†	\$700	\$3,780	\$6,720

\* 10% rounded discount \*\* 20% rounded discount † Subject to availability

# ROTONDA ROSTRUM

## ADVERTISING RATES and ORDER FORM

Includes advertisement in Newsletter and on Rotonda Website

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Back Cover, Full 7.5x10†	\$700	\$3,780	\$6,720

\*Purchase of 6 issues reflects **10% discount** (rounded to nearest \$5).  
 \*\*Purchase of 12 issues reflects **20% discount** (rounded to nearest \$5).  
 †Subject to availability

Today's Date: \_\_\_\_\_

Business Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_  
 \_\_\_\_\_

Contact: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Company Website: \_\_\_\_\_

Size of ad: \_\_\_\_\_ Number of issues: \_\_\_\_\_ Total cost: \_\_\_\_\_

Please submit all artwork camera-ready as .pdf, .jpeg, .tiff, or .gif. by the 30th of the month before it is to be published. If you do not have camera-ready artwork, we charge \$50 for production setup.

The Rotonda Rostrum is published bi-monthly and distributed directly to the 1,168 units (approximately 3,000 residents). It is also sent to off-site owners, advertisers, and others as indicated. As part of the web advertisement, a hotlink is provided to your own website.

Make your check payable to: **Rotonda Condominium Unit Owners Association**  
 Mail it and this form to: **Rotonda Condominium Unit Owners Association**  
**Attention: Gabriela Fernandes**  
**8352 Greensboro Drive**  
**McLean, VA 22102**

Phone: 703-821-0100 ext.401

Fax: 703-442-8687

### OFFICE USE ONLY

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_
- 4) \_\_\_\_\_
- 5) \_\_\_\_\_
- 6) \_\_\_\_\_
- 7) \_\_\_\_\_
- 8) \_\_\_\_\_
- 9) \_\_\_\_\_
- 10) \_\_\_\_\_
- 11) \_\_\_\_\_
- 12) \_\_\_\_\_

1st Payment: \_\_\_\_\_

2nd Payment: \_\_\_\_\_

Paid in Full: \_\_\_\_\_

Cost/issue: \_\_\_\_\_

Notes: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

[email: gfernandes@rotonda.org](mailto:gfernandes@rotonda.org)

9.82"

## Full Page Ad

7.5" x 10" approx.

1 Issue = \$540

6 Issues = \$2,915 (\$485.83 per issue)

12 Issues = \$5,185 (\$432.08 per issue)

## Page 2, 3, Fold, Inside Back Cover

1 Issue = \$590

6 Issues = \$3,190 (\$531.67 per issue)

12 Issues = \$5,665 (\$472.08 per issue)

## BACK COVER

1 Issue = \$700

6 Issues = \$3,780 (\$630 per issue)

12 Issues = \$6,720 (\$560 per issue)

7.50" Wide

**Business Card Ad**  
3.5" x 2" approx.  
1 Issue = \$90  
6 Issues = \$485 (\$80.83 per issue)  
12 Issues = \$865 (\$72.08 per issue)

2.00" (height)  
3.625" Wide (width)

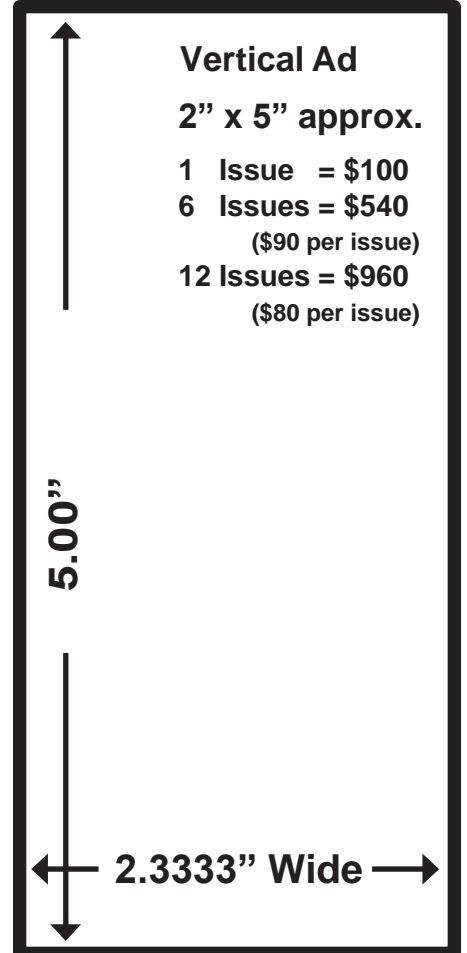
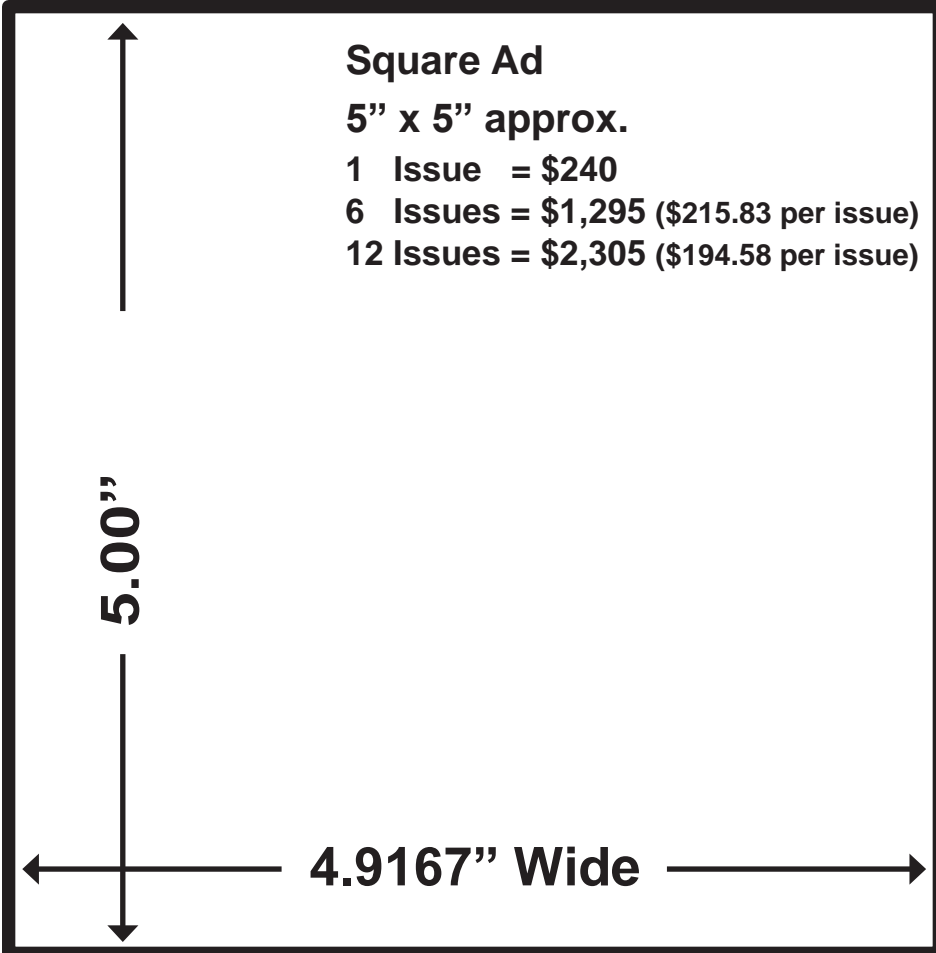
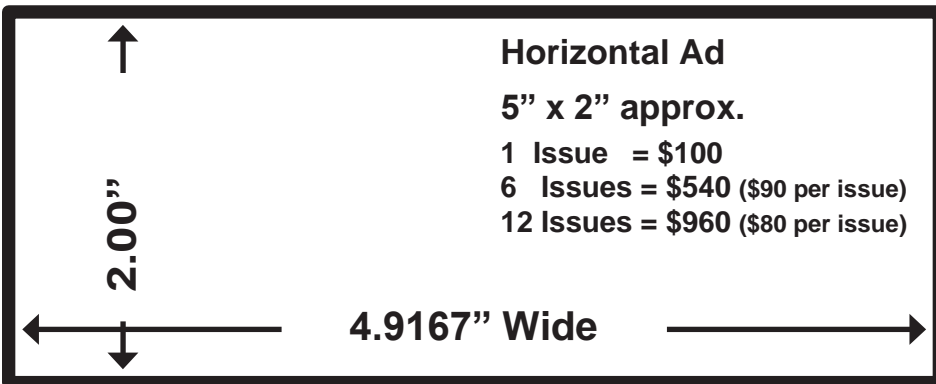
**Half Page Horizontal Ad**  
7.5" x 5" approx.

1 Issue = \$330  
6 Issues = \$1,780 (\$296.66 per issue)  
12 Issues = \$3,170 (\$264.16 per issue)

**Page 2, 3, Fold,  
Inside Back Cover Placement**

1 Issue = \$400  
6 Issues = \$2,160 (\$360 per issue)  
12 Issues = \$3,840 (\$320 per issue)

5.00" (height)  
7.50" Wide (width)





**Half Page Vertical Ad**

**3.5" x 10" approx.**

**1 Issue = \$330**

**6 Issues = \$1,780 (\$296.66 per issue)**

**12 Issues = \$3,170 (\$264.16 per issue)**

**Page 2, 3, Fold,  
Inside Back Cover Placement**

**1 Issue = \$400**

**6 Issues = \$2,160 (\$360 per issue)**

**12 Issues = \$3,840 (\$320 per issue)**

**9.82"**

**3.625" Wide**



**Quarter Page Ad**

**3.5" x 5" approx.**

**1 Issue = \$190**

**6 Issues = \$1,025 (\$170.83 per issue)**

**12 Issues = \$1,825 (\$152.08 per issue)**

**5.00"**

**3.625" Wide**