

# The Summerlin Council

## Advertising Terms and Conditions

- I. General.** All advertising including, but not limited to, business and political shall be subject to the following conditions:
- A. The acceptance of a business ad does not constitute approval or endorsement by The Summerlin Council. The Summerlin logo may not be used as a part of ad content, nor should ad contain any reference, which would lead the reader to assume endorsement or participation by The Summerlin Council.
  - B. The Summerlin Council reserves the right to refuse any ad not deemed acceptable in nature or layout. Ad publication is subject to space availability and could be postponed due to lack of space in a specific issue. The Summerlin Council reserves the right to limit the number of companies submitting ads for the same service or merchandise and determining placement of all ads.
  - C. Disclaimer: The acceptance of any ad does not constitute approval or endorsement by The Summerlin Council. The Summerlin Council accepts no liability for the content of ads or errors therein.
  - D. Ad Rates: All advertising is subject to the current advertising rates. Current rate schedules are available at The Summerlin Council offices or on our website, [www.summerlink.com](http://www.summerlink.com).
- II. Display Ads.** In addition to the conditions stated in Section A, display ads are subject to the following terms and conditions:
- A. The number of ad sizes and spaces available are subject to change on a monthly basis and are at the discretion of The Summerlin Council.
  - B. Ads must conform by being properly sized and must be presented to The Summerlin Council in digital form by the deadline date stated. Ad content can be changed each publication if a new digital file (sized appropriately) is submitted to The Summerlin Council by the deadline date stated. All ads must be typeset. Handwritten ads will not be accepted, unless completed in a professional “calligraphy”, or other similar style.
  - C. Current rate schedules are available from The Summerlin Council. There will be an additional charge for any adjustment, modification, typesetting or resizing of ads. The advertiser is responsible for providing the final ad to The Summerlin Council and should make any changes prior to the deadline date stated.
  - D. Payment Terms: **All ads must be paid in full upon the execution of the agreement.** Failure to meet these terms may result in the ad being pulled from publication and loss of future advertising privileges. Checks are the only form of payment accepted and should be made payable to “The Summerlin Council.”
  - E. Political Ads: The Summerlin Council does not accept political advertisements from candidates for local offices including, but not limited to, City, County, State, Judicial and School District.

# 2012 Publication Submittal Dates

## **Summerlines**

The 2012 *Summerlines* production calendar showing due dates for each monthly issue is below. Please submit your digital advertising [kelly.cawood@summerlincouncil.com](mailto:kelly.cawood@summerlincouncil.com) based on the following schedule:

- January 2012 Due December 1, 2011
- February 2012 Due January 2, 2012
- March 2012 Due February 1, 2012
- April 2012 Due March 1, 2012
- May 2012 Due April 2, 2012
- June 2012 Due May 1, 2012
- **\*July 2012** ***Due May 23, 2012***
- **\*August 2012** ***Due June 22, 2012***
- September 2012 Due August 1, 2012
- October 2012 Due September 4, 2012
- November 2012 Due October 1, 2012
- **\*December 2012** ***Due October 22, 2012***
- January 2013 Due December 3, 2012

***\*Please note early submittal date.***

Please direct any questions to Kelly Cawood at 702-341-5500  
or E-Mail [kelly.cawood@summerlincouncil.com](mailto:kelly.cawood@summerlincouncil.com).


# Advertise Your Business With The Summerlin Council

Because spreading the word about your business or service has become more crucial than ever in today's economy, advertising with The Summerlin Council can help serve as an effective communication tool for your company.

With more than 26,000+ households in its North, South and West Community Associations, Summerlin has established itself as the premiere community in southern Nevada. As a service to its residents, The Summerlin Council publishes a monthly newsletter *Summerlines* (circulation 26,000+). Each serves as an excellent vehicle to promote your organization and reach a highly targeted audience.

Enclosed are advertising opportunities for these official communication tools of The Summerlin Council (as outlined in this media kit for your review).

For more information regarding The Summerlin Council's ad rates, discounts and deadlines, contact Kelly Cawood at 341-5500.



Issue 149 September 2010

## SUMMERLINES


HOMETOWN NEWS FROM THE SUMMERLIN COUNCIL

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**WHAT'S INSIDE**

- Community News 2
- Board Meeting Dates 2
- News from The North 4
- News from The South 5
- News from The West 6
- Developments 7
- Community Connection 8
- Community Calendar 9
- Summerlin Scrapbook 10 - 11
- Class Connection 12 - 13
- For the REcord 15
- Child's play 18
- Summerlin Park Map 19
- Community Services Directory 19

### Are You Ready For A "Thriller" In Summerlin?



**Friday Nite Live Concert Series featuring "Foreverland" - A Michael Jackson Tribute Band**  
September 10, 7 p.m.  
The Trails Park

The Summerlin Council proudly presents the last installment of the "Friday Night Live" summer concert series featuring "Foreverland", a 14-piece tribute band to one of the most amazing entertainers in the world, Michael Jackson. The performance will be at the Trails Park on September 10 at 7 p.m. Friday Night Live is a FREE musical experience for all Summerlin residents to enjoy. "Foreverland" is a San Francisco-based band featuring four lead vocalists, four horns and a six-piece rhythm section. They are best described as a "remarkable and rocking Michael Jackson review." From early favorites such as "ABC" to smaller time hits such as "Thriller" and "Billie Jean," Foreverland will have you rocking the night away!

Open lawn seating begins at 6 p.m. so pack your low-back lawn chair or blanket and bring a picnic. Please note that alcohol and glass containers are not permitted at the Trails Park. Mark your calendars and come enjoy a tribute to this legendary artist and a night under the stars at Friday Night Live. Call 341-5500 for more information.

Get Your Complimentary Resident Photo I.D. Card Monday through Friday, 9 a.m. to 9 p.m., or Saturdays, 8 a.m. to 12 p.m., at The Trails, Willows and Gardens Community Centers.

For more information, please call 341-5500.

**Stop by and get yours now!**



Issue 162 October 2011

## SUMMERLINES

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---

**WHAT'S INSIDE**

- Community News 2
- Board Meeting Dates 2
- News from The North 4
- News from The South 5
- News from The West 6
- Developments 7
- Community Connection 8
- Community Calendar 9
- Summerlin Scrapbook 10 - 11
- For the REcord 13
- Class Connection 14 - 15
- Class Connection for Kids 16
- Summerlin Park Map 19
- Community Services Directory 19

### It's a Hometown Harvest in Summerlin!



September 26 for \$5 each (checks only, made payable to The Summerlin Council). Wristbands also will be sold on the day of the event for \$7 each (proof of residency required).

In addition, the Las Vegas Farmers Market will be on-hand selling their home-grown and homemade goodies including fruit and produce, flowers, corn-on-the-cob, barbecue dinners and more.

For more information about this event call The Summerlin Council at 341-5500.

Get Your Complimentary Resident Photo I.D. Card Monday through Friday, 9 a.m. to 9 p.m., or Saturdays, 8 a.m. to 12 p.m., at The Trails, Willows and Gardens Community Centers.

For more information, please call 341-5500.

**Stop by and get your card now!**

**SUMMERLIN PUMPKIN PATCH**

Whether you're decorating your home, carving pumpkins with the kids, or making your famous pumpkin pie, the Summerlin Pumpkin Patch offers fresh-from-the-farm pumpkins for your choosing. To guarantee a pumpkin, residents may purchase a pre-sale Pumpkin Patch ticket at the Trails, Willows and Gardens Community Centers for \$5 per pumpkin (checks only, made payable to The Summerlin Council). Each pre-sold pumpkin may be redeemed by coupon at the Summerlin Pumpkin Festival's Pumpkin Patch. Pumpkins may be purchased the day of the festival for \$5 each as availability permits (proof of residency required).

**Summerlin Pumpkin Festival**  
Saturday, October 15, 11 - 3 p.m.  
The Gardens Park

Summerlin will be seeing "orange" this fall at the Pumpkin Festival taking place Saturday, October 15 from 11 to 3 p.m. at the Gardens Park. In addition to purchasing your pumpkin at the most festive pumpkin patch in town, Summerlin residents may purchase wristbands to participate in a variety of activities such as a hay maze, petting zoo, bounce houses, and a costume parade. Wristbands will be sold at the Gardens, Trails and Willows Community Centers beginning

# "Summerlines" Rate Card

## Display Advertising

Display advertising is based on space availability. And, The Summerlin Council allows only a limited number of display advertisements. Ad size and length of contract (maximum of six months) determine the rate for display advertising.

**Please submit your ad digitally as a black and white PDF or JPEG file only (300 dpi).**

## Summerlines Rate Card

Monthly display rates are as follows (width by length):

2 1/4" x 2 1/4"	\$210 per issue
3 1/2" x 2 1/4"	\$240 per issue
3 1/2" x 4 3/4"	\$420 per issue
7 1/4" x 4 3/4"	\$720 per issue
7 1/4" x 7 1/4"	\$1000 per issue ( <i>back cover only</i> )

## Discounts

Sign a minimum three-month contract with Summerlines and apply a 10 percent discount to these advertising rates. Contract maximum is six months.

## Submittal Deadlines

Digital artwork must be submitted to The Summerlin Council for inclusion in Summerlines by the first day of each month prior to distribution **unless otherwise noted**.

**Please note:** The Summerlin Council does not provide graphic artist services. Your ad must be submitted according to the specs described in the contract. If your ad needs to be re-sized and The Summerlin Council has the capabilities to do so, you may be charged a \$25 fee.

**Issue 162** **October 2011**

# SUMMERLINES

HOMETOWN NEWS FROM THE SUMMERLIN COUNCIL

---

**WHAT'S INSIDE**

Community News	2
Board Meeting Dates	2
News from The North	4
News from The South	5
News from The West	6
Developments	7
Community Connection	8
Community Calendar	9
Summerlin Scrapbook	10 - 11
For the RECOrd	13
Class Connection	14 - 15
Class Connection for Kids	16
Summerlin Park Map	19
Community Services Directory	19

---

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# The Summerlin Council Advertising Agreement

Advertiser's Name \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

Daytime Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-Mail \_\_\_\_\_

Type of Business \_\_\_\_\_

*(Please check all that apply:)*

## **Summerlines**

### **Size**

- 2 1/4" x 2 1/4" (\$210 per issue)
- 3 1/2" x 2 1/4" (\$240 per issue)
- 3 1/2" x 4 3/4" (\$420 per issue)
- 7 1/4" x 4 3/4" (\$720 per issue)
- 7 1/4" x 7 1/4" (\$1000) **(back cover only)**

### **Issue**

- January 2012
- February 2012
- March 2012
- April 2012
- May 2012
- June 2012
- July 2012
- August 2012
- September 2012
- October 2012
- November 2012
- December 2012
- January 2013

**Sign a minimum three-month contract with Summerlines and apply a 10 percent discount. Contract maximum is six months.**

My black and white ad is being sent electronically in the following format:

\_\_\_\_\_ PDF \_\_\_\_\_ JPEG

By my signature below, I accept the terms and conditions of placing an advertisement with The Summerlin Council. I understand that The Summerlin Council reserves the right to refuse any ad not deemed acceptable in nature or layout and that the ad publication is subject to space availability in a specific issue. I understand that The Summerlin Council may limit the number of companies submitting ads for the same service or merchandise, and determines placement of all ads. I understand that The Summerlin Council does not offer graphic artist services and if the ad is not in the proper format, may be unaccepted. I understand that my digital ad must be submitted in 300 dpi or more and if not, The Summerlin Council is not responsible for the final outcome of the ad. I understand that The Summerlin Council accepts no liability for the content of ads or errors therein, and the acceptance of an ad does not constitute approval or endorsement by The Summerlin Council.

\_\_\_\_\_  
Advertiser Signature

\_\_\_\_\_  
Date

## **Contract Fees**

Summerlines Ad Rate: \_\_\_\_\_

*Less 10% 3-month+ Contract Discount*  
(if applicable): (\_\_\_\_\_)

Total Summerlines Ad Rate \_\_\_\_\_

Subtotal Contract Fee: \_\_\_\_\_

**Total Contract Fee:** \$ \_\_\_\_\_

*(Checks only made payable to "The Summerlin Council.")*

**Please note: Payment in full must accompany this signed contract. If payment is not made in full, the ad will not run in the publication and this contract will be void**

**All ads must be submitted digitally as a PDF or JPEG file only (300 dpi).**

\_\_\_\_\_  
The Summerlin Council Signature

\_\_\_\_\_  
Date

Business Card Size  
Horizontal Only

3 1/2" x 2 1/4"

\$240 per month

Square  
2 1/4" x 2 1/4"

\$210 per month

Quarter Page -Vertical Only

3 1/2" x 4 3/4"

\$420 per month

Half Page - Horizontal Only

7 1/4" x 4 3/4"

\$720 per month

A 10% discount will be applied to a minimum 3-month contract.

PUBLISHED BY:  
THE SUMMERLIN COUNCIL  
1910 SPRING GATE LANE  
LAS VEGAS, NEVADA 89134

PRSRT STD  
U.S. POSTAGE  
**PAID**  
LAS VEGAS, NV  
PERMIT NO.365

Back Cover Only  
7 1/4" x 7 1/4"

\$1000 per month