

Advertising Your Business With The Summerlin Council

The Summerlines community newsletter is getting an update! Beginning January 2026, Summerlines will transition from a two-color monthly publication to a full-color, bi-monthly newsletter—offering longer circulation life, enhanced visual appeal, and greater impact for advertisers.

WHY ADVERTISE?

Advertising with The Summerlin Council connects your business with a trusted, engaged community. Delivered directly to more than **35,000 households** (circulation **35,000+**), Summerlines reaches the heart of Summerlin residents.

WHY SUMMERLIN?

As Southern Nevada's premier master-planned community, Summerlin is home to over **100,000 residents** with unmatched demographics:

- Average annual household income: **\$135,000+**
- **75%** of adult residents hold college degrees
- **37%** have attended graduate school
- Average head of household age: **34–44 years**
- **33%** of residents have children living at home

There is simply no other community in Southern Nevada that delivers stronger demographics—or a more ideal, captive audience—for your business.

CONTACT

For ad rates, discounts, and deadlines, please contact Kelly Cawood at 702-936-425 or kelly@summerlincouncil.com.

Summerlines Rate Card

DISPLAY ADVERTISING

Limited availability; rates vary by ad size and contract length.

RATES (PER ISSUE – WIDTH X LENGTH):

- 3 ½" x 2 ¼" — \$363
- 3 ½" x 4 ¾" — \$635
- 7 ¼" x 4 ¾" — \$1,089
- 7 ¼" x 7 ¼" (back cover only) — \$1,513

DISCOUNTS

Sign a minimum three-issue contract and receive 10% off.

AD SUBMISSION GUIDELINES

- Format: Press-ready PDF (preferred), high-res TIFF, EPS, or JPEG
 - Mode: CMYK | Resolution: 300 dpi | Fonts: Embedded/outlined
 - Submit via email to kelly@summerlincouncil.com
 - Note: Graphic design not provided.
- Resizing service, if available, incurs a \$50 fee.*

SUMMERLINES

YOUR COMMUNITY NEWS FROM THE SUMMERLIN COUNCIL

APRIL 2025

Getting into the "swim" of things!

Swim Lesson Sign-Up Day

SATURDAY, APRIL 11 | 9 A.M.
WILLOWS COMMUNITY CENTER

April 11 from 9 a.m. to 12 p.m. at The Willows Community Center, located at 2775 Desert Marginal Lane. Registration takes place on an on-going basis throughout the year. For more information, call The Summerlin Council at 702-941-5506.

The Summerlin Council will offer a variety of swim classes this summer for Summerlin's children ages three years and older. Qualified instructors from Aquatic Services provide lessons that include learning fundamentals and enhancing skills for your children. Swim lessons sign up for the Trails and Willows pools are scheduled for Saturday.

Highlights

PAGE 2 Summerlin Council Park Parade
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Calling for Parade Entries
DUE BY APRIL 17 | 5 P.M.

It's the beating of the drums, the colorful floats, the swirling flags, the "who's" and "what's" of the crowd...it's the Summerlin Council Patriotic Parade! Join us as a participant in Las Vegas' only Fourth of July Parade. It's an ideal way to create high impact exposure, team building opportunities, and community goodwill for your organization. Best of all, you're showing America you care!

Taking place July 4 at 9 a.m., The Summerlin Council Patriotic Parade is Las Vegas' largest and most popular Fourth of July event, bringing together more than 35,000 spectators each year. The parade accepts no entries representing event sponsors, local businesses, non-profit organizations and community groups. Categories of participation include floats, military organizations, marching bands, and a limited number of performing groups, walking groups and car clubs.

The Summerlin Council reserves the right to restrict the number of entries in any type of category to ensure the diversity, quality and duration of the Patriotic Parade.

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Media Kit

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2026 Publication Submittal Dates



SUMMERLINES

The 2026 Summerlines production calendar and due dates for each monthly issue are below.

- January/February 2026..... Due November 24, 2025
- March/April 2026.....Due February 2, 2026
- May/June 2026..... Due March 30, 2026
- July/August 2026 Due May 26, 2026
- September/October 2026.....Due August 3, 2026
- November/December 2026 Due October 1, 2026

For more information or to place an advertisement, please contact Kelly Cawood at 702-936-4251 or kelly@summerlinCouncil.com.

The Summerlin Council Advertising Agreement

Advertiser's Name _____

Contact Person _____

Address _____ City _____ State _____ Zip _____

Daytime Phone _____ Fax _____ E-Mail _____

Type of Business _____

Please check all that apply:

DISPLAY AD SIZE

- ☐ 3 ½" x 2 ¼" — \$363
- ☐ 3 ½" x 4 ¾" — \$635
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- ☐ 7 ¼" x 7 ¼" (back cover only) — \$1,513

Sign a minimum three-issue
contract and receive 10% off.

ISSUE(S)

- ☐ January/February 2026 ☐ May/June 2026 ☐ September/October 2026
- ☐ March/April 2026 ☐ July/August 2026 ☐ November/December 2026

CONTRACT FEES

Summerlines Ad Rate: _____

10% 3-Issue+ Contract Discount (if applicable): _____

Total Contract Fee:

\$ _____

FOR OFFICE USE ONLY

Notes _____

Date Payment Received _____

PAYMENT INFO

Payment may be made by credit card or by check payable to **The Summerlin Council**. Payment is due upon execution of the agreement.

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.

In consideration of your accepting this advertisement, I hereby agree to indemnify and hold harmless The Summerlin North Community Association, The Summerlin South Community Association, The Summerlin West Community Association, Summerlin Centre Owners Association, The Summerlin Council, and Howard Hughes Properties, Inc. and The Howard Hughes Company, LLC. and any of their officers, agents, and employees from any liability or claim or action for damages resulting from or in any way arising out of the participation in the advertising program.

Advertiser Signature

The Summerlin Council Signature

Date

Date

Display Ad Sizes

Sizes shown to scale

Business Card Size -
Horizontal Only

3 ½" x 2 ¼"

Quarter Page -
Vertical Only

3 ½" x 4 ¾"

Half Page - Horizontal Only

7 ¼" x 4 ¾"

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

AD SUBMISSION GUIDELINES

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- Mode: CMYK | Resolution: 300 dpi | Fonts: Embedded/outlined
- Note: Graphic design not provided. *Resizing service, if available, incurs a \$50 fee.*

For more information or to place an advertisement, please contact Kelly Cawood at 702-936-4251 or kelly@summerlincouncil.com.

The Summerlin Council 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 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 determine 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, 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 each issue 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 stated. All ads must be typeset.
- 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 The Summerlin Council and should make any changes prior to the deadline date stated.
- D. Payment Terms: All ads must be paid for in full upon the execution of the agreement. Failure to meet these terms will result in the ad being pulled from publication and loss of future advertising privileges. Method of payment accepted are credit cards or checks (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, School District and Community Associations.