

## Advertising 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. As a service to its residents, The Summerlin Council publishes the monthly newsletter *Summerlines* (circulation 30,000+). It serves as an excellent vehicle to promote your organization and reach a highly targeted audience.

With more than 30,000 households in its North, South and West Community Associations, Summerlin has established itself as the premier community in Southern Nevada. Summerlin is home to more than 100,000 residents who boast an average annual income in excess of \$135,000. Nearly 75-percent of adult residents have college degrees; 37-percent have attended graduate school. The average head of household age range is 35-44 years, and the majority of residents (33 percent) have children living at home. There isn't another master-planned community in Southern Nevada with stronger demographics than Summerlin, delivering an ideal, captive audience to promote your business.

For more information regarding The Summerlin Council's ad rates, discounts and deadlines, contact Kelly Cawood at 702-341-5500.

### 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):

3 1/2" x 2 1/4"	\$264 per issue
3 1/2" x 4 3/4"	\$462 per issue
7 1/4" x 4 3/4"	\$792 per issue
7 1/4" x 7 1/4"	\$1,100 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.*

### Media Kit

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# 2021 Publication Submittal Dates

## Summerlines

The 2021 Summerlines production calendar and due dates for each monthly issue are below. Please submit your digital advertising to [kelly.cawood@summerlincouncil.com](mailto:kelly.cawood@summerlincouncil.com) based on the following schedule:

- January 2021 Due December 2, 2020
- February 2021 Due January 1, 2021
- March 2021 Due February 1, 2021
- April 2021 Due March 1, 2021
- May 2021 Due April 1, 2021
- June 2021 Due May 3, 2021
- *\*July 2021 Due May 24, 2021*
- *\*August 2021 Due June 22, 2021*
- September 2021 Due August 2, 2021
- October 2021 Due September 1, 2021
- November 2021 Due October 1, 2021
- *\*December 2021 Due October 25, 2021*
- January 2022 Due December 3, 2021

*\*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).*

# 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:)*

## Summerlines

### Size

- 3 1/2" x 2 1/4" (\$264 per issue)
- 3 1/2" x 4 3/4" (\$462 per issue)
- 7 1/4" x 4 3/4" (\$792 per issue)
- 7 1/4" x 7 1/4" (\$1,100) (**back cover**)

### Issue

- January 2021
- February 2021
- March 2021
- April 2021
- May 2021
- June 2021
- July 2021
- August 2021
- September 2021
- October 2021
- November 2021
- December 2021
- January 2022

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

## Contract Fees

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

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

**Total Contract Fee:** \$ \_\_\_\_\_  
(Checks only made payable to "The Summerlin Council.")

### FOR OFFICE USE

Payment received - date \_\_\_\_\_

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

*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).**

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.

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

Quarter Page - Vertical Only  
3 ½" x 4 ¾"

Business Card Size -  
Horizontal Only  
3 ½" x 2 ¼"

Half Page - Horizontal Only  
7 ¼" x 4 ¾"

Back Cover 7 ¼” x 7 ¼”

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

**For more information or to place an advertisement,  
please contact Kelly Cawood at 702.341.5500  
or E-mail [kelly.cawood@summerlincouncil.com](mailto:kelly.cawood@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 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. 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 and School District.