ADVERTISING

Advertising Your Business With The Summerlin Council

Published bi-monthly by The Summerlin Council, Summerlines is the voice of the Summerlin community, connecting residents with the news, events, programs and resources that shape life in Summerlin while giving businesses a trusted way to reach one of Southern Nevada's most desireable communities.

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 more than **100,000 residents** with unmatched demographics:

- Average annual household income: **$145,000+**
- **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 Matea Robertson at 702.341.5500 or email matea@summerlincouncil.com.

Summerlines Rate Card – 2027

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 matea@summerlincouncil.com
- Note: Graphic design not provided.
  Resizing service, if available, incurs a $50 fee.


SUMMERLINES

YOUR COMMUNITY NEWS FROM THE SUMMERLIN COUNCIL MARCH & APRIL 2026

Hop, Hunt and Celebrate Spring!

Summerlin Bunny Trail & Egg Hunt

MARCH 28 | 1:30 – 4:30 P.M.
VISTAS PARK
Registration begins March 4

Spring fun is hopping into Summerlin! Families are invited to gather at Vistas Park for the annual Bunny Trail and community egg hunt—an afternoon filled with seasonal cheer, sweet surprises, and activities designed to delight children of all ages.

On Saturday, March 28, from 1:30 to 4:30 p.m., residents can enjoy face painting, crafts, visits with furry farm animals, and appearances by favorite mascot characters. Be sure to stop by Bunny Hollow to meet Mr. and Mrs. Bunny!

Registration takes place Wednesday, March 4 at 10 a.m. through Wednesday, March 25 at **summerlink.com/event/bunny-trail/**. Wristbands are $10 for ages four to 14 and $7 for ages three and younger. Wristband pickup is available at the Vistas Community Center on Friday, March 27 from 10 a.m. to 8 p.m. and Saturday, March 28 beginning at 10 a.m.

For more information, Email recreation@summerlincouncil.com or call 702-341-5500.

An active Summerlin I.D. card is needed by all those attending (ages two and older including adults). To receive a resident I.D. card or get assistance activating your online household account, please visit a community center, call 702-341-5500 or Email recreation@summerlincouncil.com.

Highlights

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Jazz and Blues in the Park

APRIL 17 | 6:30 P.M.
GARDENS PARK

Join The Summerlin Council and The International Opera Institute as they present an unforgettable evening of jazz and blues, hosted by acclaimed vocalist Rose Kingsley and the Milestone Trio.

Rose Kingsley has wowed audiences from Birdland in New York City to the Catalina Jazz Club in Hollywood, California. The Milestone Trio is a fresh, dynamic jazz ensemble made up of seasoned musicians and vocalists who thrive on creative collaboration, feeding off one another's energy and artistry. Together, they will perform beloved jazz and blues classics including "Old Black Magic," "Birth of the Blues," "Summertime," "Blues in the Night," and more.

Bring your blankets and lawn chairs, gather your friends and family, and don't miss this incredible free evening of live music under the stars.

For more information, Email recreation@summerlincouncil.com or call 702-341-5500.

Media Kit

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2027 Publication Submittal Dates



SUMMERLINES

The 2027 Summerlines production calendar and due dates for each monthly issue are below.

- January/February 2027 ..... Due November 25, 2026
- March/April 2027 ..... Due January 25, 2027
- May/June 2027 ..... Due March 25, 2027
- July/August 2027 ..... Due May 14, 2027
- September/October 2027 ..... Due July 26, 2027
- November/December 2027 ..... Due September 24, 2027

For more information or to place an advertisement, please contact Matea Robertson at 702.341.5500 or email matea@summerlincouncil.com.

The Summerlin Council Advertising Agreement – 2027

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
- ☐ 7 ¼" x 4 ¾" — $1,089
- ☐ 7 ¼" x 7 ¼" (back cover only) — $1,513

Choose any three issues
to save 10%
(Select your desired three boxes below)

ISSUE(S)

- ☐ January/February 2027
- ☐ March/April 2027
- ☐ May/June 2027
- ☐ July/August 2027
- ☐ September/October 2027
- ☐ November/December 2027

CONTRACT FEES

Summerlines Ad Rate: _____

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

Total Contract Fee: $ _____

FOR OFFICE USE ONLY

Date Payment Recieved _____

Notes _____

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 ¼" x 7 ¼"

AD SUBMISSION GUIDELINES

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For more information or to place an advertisement, please contact Matea Robertson at 702.341.5500 or email matea@summerlincouncil.

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.