



MOUNT WASHINGTON  
COMMUNITY DEVELOPMENT CORPORATION

Together We Can:  
Inspire. Nurture. Transform.

## **Mount Washington Community Development Corporation *On the Mount* Advertising and Editorial Policy**

### **Distribution**

*On the Mount*, the quarterly publication of the Mount Washington Community Development Corporation (MWCDC) for the Mount Washington and Duquesne Heights communities, is published 4 times per year and is mailed to all residences and businesses in the 15211 postal zip code, as well as our partners around the city, the region and the state.

### **Advertising Content**

*On the Mount* is published in full color (CMYK), with a full bleed on gloss paper. Advertisements must be submitted electronically as high resolution (350 dpi or higher) .jpg, .eps, .psd or .pdf files. Ads must be provided electronically directly to [kesha@mwcdc.org](mailto:kesha@mwcdc.org) or delivered via a file sharing service (Google Drive, Dropbox, etc).

Advertising will be published on a first-come, first-served basis. Payment and a signed contract are required prior to publishing.

No political advertisements or endorsements will be accepted. One ad per business per issue is permitted.

Advertisements published in *On the Mount* in no way constitute an endorsement of a product or service by the Mount Washington Community Development Corporation.

The MWCDC reserves the right to request revision or reject any advertisement for publication.

### **Editorial Content**

Guest written articles highlighting the community and/or of benefit to the community interest are welcomed. Political content, editorial content and/or libel statements are strictly prohibited. All submissions must be provided electronically directly to [kesha@mwcdc.org](mailto:kesha@mwcdc.org) or delivered via a file sharing service (Google Drive, Dropbox, etc) prior to the content submission deadline for each issue.

The MWCDC reserves the right to approve, edit and/or reject any content submitted.

**Mount Washington Community Development Corporation**

301 Shiloh Street, Pittsburgh, PA 15211 • (412) 481-3220 • [info@mwcdc.org](mailto:info@mwcdc.org) • [mwcdc.org](http://mwcdc.org)

The Mount Washington Community Development Corporation is a 501c3, nonprofit organization. The MWCDC does not provide goods or services as a whole or partial consideration for contributions made. Contributions are tax-deductible to the extent permitted by law. The official registration and financial information of the MWCDC may be obtained from the Pennsylvania Department of State by calling 800.732.0999. Registration does not imply endorsement.



**Ad Rates for Businesses and Residents Within the 15211 Postal Zip Code**

Size	Specifications	Single Issue	Two Issues	Three Issues
full, full bleed	8.874" x 11.374"	\$200	\$345	\$525
full, no bleed	7.509" x 9.995"	\$200	\$345	\$525
1/2 horiz., full bleed	8.874" x 5.687"	\$100	\$175	\$250
1/2 horiz., no bleed	7.509" x 4.874"	\$100	\$175	\$250
1/2 vert., full bleed	8.874" x 5.687"	\$100	\$175	\$250
1/2 vert., no bleed	7.509" x 4.874"	\$100	\$175	\$250
1/4, no bleed	3.626" x 4.871"	\$50	\$85	\$120
1/8, no bleed	3.631" x 2.309"	\$25	\$45	\$60

**Ad Rates for Businesses and Individuals Outside of the 15211 Postal Zip Code**

Size	Specifications	Single Issue	Two Issues	Three Issues
full, full bleed	8.874" x 11.374"	\$250	\$395	\$575
full, no bleed	7.509" x 9.995"	\$250	\$395	\$575
1/2 horiz., full bleed	8.874" x 5.687"	\$150	\$225	\$300
1/2 horiz., no bleed	7.509" x 4.874"	\$150	\$225	\$300
1/2 vert., full bleed	8.874" x 5.687"	\$150	\$225	\$300
1/2 vert., no bleed	7.509" x 4.874"	\$150	\$225	\$300
1/4, no bleed	3.626" x 4.871"	\$100	\$135	\$170
1/8, no bleed	3.631" x 2.309"	\$75	\$95	\$110

Additional advertisement sizes can be provided upon request.

Graphic design services can be provided for an additional fee. Please contact Kesha M Pate, Communications and Engagement Manager, for more information.

Payment in full and a signed contract must be received prior to the content submission deadline for each issue. If purchasing ad space in more than one issue, payment must be received in full prior to the first publication deadline to receive the multi-issue discount.

Rates are subject to change at any time, without notice.

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## Community Calendar

Residents and businesses within Mount Washington and Duquesne Heights may submit community events for inclusion in the Community Calendar free of charge. These submissions are limited to free, community-based events/promotions; and benefit/fundraising announcements for non-profit organizations, schools and community groups within Mount Washington and Duquesne Heights.

Residents and businesses within Mount Washington and Duquesne Heights may submit for-profit/promotional events for inclusion in the Community Calendar for a fee of \$20 per listing.

Listings, free or paid, for events/organizations/programs outside of the community of Mount Washington and Duquesne Heights may be considered for inclusion in the community calendar if the information directly benefits the residents of Mount Washington and Duquesne Heights and is subject to approval by the MWDCD.

The MWDCD does not guarantee community calendar submissions for any publication and reserves the right to approve, edit and/or reject any content submitted.

## 2015 On The Mount Content and Advertisement Submission Deadlines

April – June Issue: **Wednesday, March 11, 2015 at 5:00 PM EST**

July – September Issue: **Wednesday, June 10, 2015 at 5:00 PM EST**

October – December Issue: **Thursday, September 10, 2015 at 5:00 PM**

### Contact:

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kesha@mwcdc.org

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