



**ALLEGRA**  
MARKETING • PRINT • MAIL

*It's affordable and it works!<sup>sm</sup>*



MARKETING

+



PRINT

+



MAIL

+



DESIGN

+



WEB

+



SIGNS

+



PROMO

# Media Kit

**EXCLUSIVE HOMEOWNER ASSOCIATION NEWSLETTERS**

**OAKHURST • GREEN TRAILS • ASHBURY • WHITE EAGLE • TALL GRASS**  
**STONEBRIDGE • ASHWOOD CLUB • HIGH MEADOW • OAKHURST NORTH**  
**STILLWATER • RIVER RUN • KNOCH KNOLLS • BROOKWOOD TRACE**  
**SOUTH POINTE • SADDLE CREEK • BRECKENRIDGE**  
**BRIGHTON RIDGE • ROSE HILL FARM • CLOW CREEK • STONEGATE WEST**  
**TAMARACK • PENNCROSS KNOLL**

To advertise, please send your request to Amy Scoville, Director of Business Development  
at [amy@allegranaperville.com](mailto:amy@allegranaperville.com) | Direct: 312.343.3413 | Office: 630.963.9100 ext. 2  
Allegra Marketing • Print • Mail | 2200 Ogden Ave., Suite 550, Lisle, IL 60532

**TARGET  
MARKETING  
WILL HELP  
YOU GROW  
YOUR  
BUSINESS!**

**ECONOMICALLY  
PRICED** advertising  
for black and white  
and color ads will  
assist you in  
**SUPERIOR  
BRANDING** of your  
business!

Homeowners have  
**MARKET  
INFLUENCE** that  
stretches across  
colleagues, family  
and social media.

This word-of-mouth  
referral system  
means additional  
advertising and  
**MORE POTENTIAL  
BUSINESS** for you.  
Happy customers  
tell friends, and  
friends trust friends  
for referrals.

Contact us today  
and we will show  
you **HOW TO  
REACH** these  
exclusive  
communities.



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## **EXCLUSIVE TARGET MARKET**

Targeting over **15,000+ HOMES** in 22 exclusive communities in south Naperville, east Aurora and Lisle, IL, our newsletters are fully supported by the homeowner association board of directors and serve as an effective communication tool for the communities.

Through shared editor and resident submitted articles, stories and personal photos, these publications capture the attention of the homeowners which focus specifically on **THEIR** people, **THEIR** neighborhood and **THEIR** community. When homeowners request it, homeowners **READ IT!**

## **COST-EFFECTIVE ADVERTISING**

- **MONTH-TO-MONTH** commitment
- **NO CONTRACTS** to sign
- Gives you **FLEXIBILITY** with your marketing dollars
- **DISCOUNTED** rates offered for volume advertising
- **INCREASE** your sales by advertising in this exclusive market
- You **CHOOSE** the geographical area
- 22 **EXCLUSIVE** communities
- 15,000+ homes
- Newsletters are printed and **DELIVERED** to each homeowners' mailbox by USPS
- Newsletters are **POSTED** on the HOA websites including your ad at **NO EXTRA COST**

Allegra Marketing • Print • Mail will work with you on your campaign and **ASSIST** you with recommendations to help you **INCREASE** your return on investment.

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## RATE SHEET | HOMEOWNER ASSOCIATION NEWSLETTERS

Publication	# of Homes Delivered	Frequency & Estimated Delivery	# of Months	SELECT AD SIZE • Black & White Ad Cost • Color Ad Check Box HERE					Color Ad Cost 2X B&W Check Here
				Full Page	1/2 Page	3/8 Page	1/4 Page	1/8 Page	
Oakhurst	2,300	Monthly 10th		<input type="checkbox"/> \$350	<input type="checkbox"/> \$250	<input type="checkbox"/> \$205	<input type="checkbox"/> \$195	<input type="checkbox"/> \$125	<input type="checkbox"/> Color
Green Trails	2,200	Monthly 1st		<input type="checkbox"/> \$350	<input type="checkbox"/> \$250	<input type="checkbox"/> \$205	<input type="checkbox"/> \$195	<input type="checkbox"/> \$125	N/A
Ashbury	1,225	Monthly 1st		<input type="checkbox"/> \$235	<input type="checkbox"/> \$140	<input type="checkbox"/> \$125	<input type="checkbox"/> \$115	<input type="checkbox"/> \$100	<input type="checkbox"/> Color
White Eagle	1,150	Monthly 1st		<input type="checkbox"/> \$235	<input type="checkbox"/> \$140	<input type="checkbox"/> \$125	<input type="checkbox"/> \$115	<input type="checkbox"/> \$100	<input type="checkbox"/> Color
Tall Grass	1,125	Monthly 1st		<input type="checkbox"/> \$235	<input type="checkbox"/> \$140	<input type="checkbox"/> \$125	<input type="checkbox"/> \$115	<input type="checkbox"/> \$100	<input type="checkbox"/> Color
Stonebridge	1,000	Quarterly 10th Mar Jun Sep Dec		<input type="checkbox"/> \$235	<input type="checkbox"/> \$140	<input type="checkbox"/> \$125	<input type="checkbox"/> \$115	<input type="checkbox"/> \$100	<input type="checkbox"/> Color
Ashwood Club	725	Monthly 10th		<input type="checkbox"/> \$200	<input type="checkbox"/> \$135	<input type="checkbox"/> \$115	<input type="checkbox"/> \$105	<input type="checkbox"/> \$90	<input type="checkbox"/> Color
High Meadow	625	Odd Month 15th		<input type="checkbox"/> \$200	<input type="checkbox"/> \$135	<input type="checkbox"/> \$115	<input type="checkbox"/> \$105	<input type="checkbox"/> \$90	<input type="checkbox"/> Color
Oakhurst North	600	Quarterly 1st Mar Jun Sep Dec		<input type="checkbox"/> \$200	<input type="checkbox"/> \$135	<input type="checkbox"/> \$115	<input type="checkbox"/> \$105	<input type="checkbox"/> \$90	<input type="checkbox"/> Color
Stillwater	580	Monthly 10th		<input type="checkbox"/> \$185	<input type="checkbox"/> \$130	<input type="checkbox"/> \$105	<input type="checkbox"/> \$95	<input type="checkbox"/> \$85	<input type="checkbox"/> Color
River Run	525	Monthly 10th		<input type="checkbox"/> \$185	<input type="checkbox"/> \$130	<input type="checkbox"/> \$105	<input type="checkbox"/> \$95	<input type="checkbox"/> \$85	<input type="checkbox"/> Color
Knoch Knolls	450	Odd Month 15th		<input type="checkbox"/> \$185	<input type="checkbox"/> \$130	<input type="checkbox"/> \$105	<input type="checkbox"/> \$95	<input type="checkbox"/> \$85	<input type="checkbox"/> Color
Brookwood Trace	375	Even Month 15th		<input type="checkbox"/> \$160	<input type="checkbox"/> \$115	<input type="checkbox"/> \$95	<input type="checkbox"/> \$85	<input type="checkbox"/> \$75	<input type="checkbox"/> Color
South Pointe	325	Odd Month 10th		<input type="checkbox"/> \$140	<input type="checkbox"/> \$90	<input type="checkbox"/> \$80	<input type="checkbox"/> \$75	<input type="checkbox"/> \$65	<input type="checkbox"/> Color
Saddle Creek	325	Even Month 10th		<input type="checkbox"/> \$140	<input type="checkbox"/> \$90	<input type="checkbox"/> \$80	<input type="checkbox"/> \$75	<input type="checkbox"/> \$65	<input type="checkbox"/> Color
Breckenridge	300	Monthly 10th		<input type="checkbox"/> \$140	<input type="checkbox"/> \$90	<input type="checkbox"/> \$80	<input type="checkbox"/> \$75	<input type="checkbox"/> \$65	<input type="checkbox"/> Color
Brighton Ridge	300	Monthly 10th		<input type="checkbox"/> \$140	<input type="checkbox"/> \$90	<input type="checkbox"/> \$80	<input type="checkbox"/> \$75	<input type="checkbox"/> \$65	<input type="checkbox"/> Color
Rose Hill Farm	275	Even Month 10th		<input type="checkbox"/> \$140	<input type="checkbox"/> \$90	<input type="checkbox"/> \$80	<input type="checkbox"/> \$75	<input type="checkbox"/> \$65	<input type="checkbox"/> Color
Clow Creek	275	Even Month 15th		<input type="checkbox"/> \$140	<input type="checkbox"/> \$90	<input type="checkbox"/> \$80	<input type="checkbox"/> \$75	<input type="checkbox"/> \$65	<input type="checkbox"/> Color
Stonegate West	225	Quarterly 10th Mar Jun Sep Dec		<input type="checkbox"/> \$140	<input type="checkbox"/> \$90	<input type="checkbox"/> \$80	<input type="checkbox"/> \$75	<input type="checkbox"/> \$65	<input type="checkbox"/> Color
Tamarack	225	Even Month 15th		<input type="checkbox"/> \$140	<input type="checkbox"/> \$90	<input type="checkbox"/> \$80	<input type="checkbox"/> \$75	<input type="checkbox"/> \$65	<input type="checkbox"/> Color
Penncross Knoll	150	Odd Month 10th		<input type="checkbox"/> \$140	<input type="checkbox"/> \$90	<input type="checkbox"/> \$80	<input type="checkbox"/> \$75	<input type="checkbox"/> \$65	<input type="checkbox"/> Color

### COLOR ADS AVAILABLE FOR ALL SIZES — UP-CHARGE FOR PREMIUM COLOR PLACEMENT

(Premium placement includes inside front cover, centerfold, inside back cover and outside back cover where available.)

#### ARTWORK SPECS

Full Page 7.5"w x 10"h  
 1/2 Page 7.5"w x 5"h or 3.5"w x 10"h  
 3/8 Page 3.5"w x 7.25"h  
 1/4 Page 3.5"w x 5"h  
 1/8 Page 3.5"w x 2.25"h

- Preferred formats are PDF or JPEG
  - Pricing is based on high resolution 300 dpi
- (Files submitted at a lower resolution are not guaranteed to print correctly)

#### PRICING

**Invest in a Package Special and SAVE!**  
**Call or email for package-based pricing!**

- Call or email for better pricing on longer terms
- Ad design starts at \$95
- All pricing is subject to change without notice
- Pricing is quoted per publication per month
- Credit cards or checks accepted and payable to:  
 Allegra, 2200 Ogden Ave., Suite 550, Lisle, IL 60532

Complete this order to reserve space and return with artwork by the 15th to Amy Scoville at amy@allegranaperville.com

Company: \_\_\_\_\_ Contact: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone No: \_\_\_\_\_ Email: \_\_\_\_\_ Payment: Check ☐ Credit Card ☐

Credit Card # \_\_\_\_\_ Exp. \_\_\_\_/\_\_\_\_ CVV Code: \_\_\_\_\_ Amount: \$ \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Effective August 2023

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### COVERAGE MAP OF COMMUNITY HOMEOWNER ASSOCIATION NEWSLETTERS



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