

Western New York *Mensa* Advertising Rates

Newsletter Advertisements

The WNY Mensa newsletter *Mensana* is distributed to 200+ WNY Mensa members 10 times a year, and is uploaded to our local web site. Members can choose to receive an electronic or paper copy. Regular features in the newsletter include: president's message, calendar of events, national Mensa news, and the activities of the numerous committees and initiatives active in WNY Mensa.

Your advertisement should be camera-ready art. Electronic transfer of advertisement is always encouraged and must be in **Word, txt, jpeg, bitmap, or scanned design**. All fonts and graphics must accompany the file.

WNY Mensa members may publish personal ads (e.g. relationship pleas, special interest inquiries) for no charge, size subject to editor's discretion.

The *Mensana* editor reserves the right to use discretion in the acceptance and placement of all advertisements.

Web Advertisements

The WNY Mensa website receives hits from members and interested non-members, including prospective members. All web advertisements should be provided in JPEG format. Web banners are incompatible with our design.

File size should not exceed 45k. The Webmaster reserves the right to use discretion in the acceptance and placement of your advertisement.

Advertisements can display your company name and logo prominently on the home page or other public pages. We can provide a hyperlink to your company or personal website.

Mensana Rates

Non-member per issue rates

Ad Size	1 Issue	2 – 3 Issues	4 – 5 Issues	6 Issues
Full page 8.5" x 5.5"	\$60	\$55	\$50	\$48
½ page 4.25" x 5.5"	\$50	\$46	\$42	\$40
¼ page 4.25" x 2.75"	\$40	\$37	\$34	\$33
Business Card 3.5" x 2"	\$25	\$23	\$21	\$20
Other: Let's talk	TBD	TBD	TBD	TBD

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Member-related business per issue rates

Ad Size	1 Issue	2 – 3 Issues	4 – 5 Issues	6 Issues
Full page 8.5" x 5.5"	\$50	\$45	\$40	\$38
½ page 4.25" x 5.5"	\$40	\$36	\$32	\$30
¼ page 4.25" x 2.75"	\$30	\$27	\$24	\$23
Business Card 3.5" x 2"	\$15	\$13	\$11	\$10
Other: Let's talk	TBD	TBD	TBD	TBD

Member personal business per issue rates

Ad Size	1 Issue	2 – 3 Issues	4 – 5 Issues	6 Issues
Full page 8.5" x 5.5"	\$25	\$23	\$20	\$19
½ page 4.25" x 5.5"	\$20	\$18	\$16	\$15
¼ page 4.25" x 2.75"	\$15	\$14	\$12	\$11
Business Card 3.5" x 2"	\$8	\$7	\$6	\$5
Other: Let's talk	TBD	TBD	TBD	TBD

Website Public Page Rates

Ad Size	Home Page	Other pages
Web Ad 150x150 pixels	\$15 / month \$150 / year	\$5 / month \$50 / year
We can price ads up to 40,000 pixels Let's talk	TBD	TBD