



New Towns is a bimonthly publication produced to supply its readers with information about traditional neighborhood developments (TNDs). During the past decade, TNDs have become the smart growth choice of the educated and investment-savvy purchaser. Tens of thousands of people have made these neighborhoods places they live, work, or have a hand in creating. With a national circulation of 8,000 and growing, **New Towns** offers a targeted, cost-effective advertising opportunity for businesses seeking this audience.

Circulation Character: New Towns is distributed to developers, planners, real estate agents, architects, lenders, builders, contractors and government officials associated with traditional neighborhood developments.

Editorial Scope: In each issue, news and information is provided about the new towns and neighborhoods being planned and built throughout the country, with a special emphasis on the progress being made and how to get there. People in the new urban industry are highlighted and one new town is profiled in each issue. Writers include a professional team of architects, educators, artists, photographers and community leaders.

MECHANICAL REQUIREMENTS:

Advertising materials can be submitted as black and white **camera-ready art**. Ads containing gray tones should be screened at 100 lines per inch. **Digital files** may be submitted as press quality .pdf or .jpg files via e-mail or ftp. New Towns will create a professional advertisement for your business for a reasonable fee. Please ask for additional details.

CLOSING DATES:

New Towns is published bimonthly. Deadline for receipt of advertising material is the 15th month preceding publication. Publication dates are: Jan. 15, March 15, May 15, July 15, Sept. 15 and Nov. 15.

CONTACT INFORMATION:

Diane Dorney, Publisher
diane@TNDtownpaper.com

Jason Miller, Editor
jason@TNDtownpaper.com

Matt Danielson, Advertising Manager
matt@TNDtownpaper.com

309 Main Street • Gaithersburg, MD 20878
Phone: 301.990.8105 Fax: 301.990.8936

Advertising Rates and Mechanical Data

**SERVING THE NEW URBAN COMMUNITY SINCE 1999
PUBLISHED BI-MONTHLY**

Size	Size	1x	Discounts	
			10% discount	20% discount
Full	10" x 13"	\$1,195	\$3,226	\$5,736
Junior	8" x 10"	825	2,227	3,960
Half (Vertical)	5" x 13"	625	1,687	3,000
Half (Horiz.)	10" x 6.5"	625	1,687	3,000
Quarter	5" x 6.5"	350	945	1,680
Sixth	3.25" x 4"	225	607	1,080
Business Card	2" x 4"	125	337.50	600

Payment is due in full at the time advertising contract begins.

Spot or process color can bring extra attention to your advertisement and is available in **New Towns** in limited quantities. Please ask for availability.

Spot color Add \$125 to the cost of your ad
Process (full) color Add \$450 to the cost of your ad

New Towns reserves the right to classify, revise or reject at its option, any advertisement which it deems objectionable either in subject or content.

Position requests will be honored when possible, but cannot be guaranteed.

