



advertise in **the Westsider**

- 16 full color, full bleed 5.5" x 8.5" pages
- Professionally-written articles & interviews
- Reach a diverse, active & engaged community
- 2,200+ copies printed every issue (see back)
- 2,000 mailed to all Westside households
- Posted to 1,000-member Facebook group

quarter page

\$65 per issue

2.75" w x 4.25" h

half page

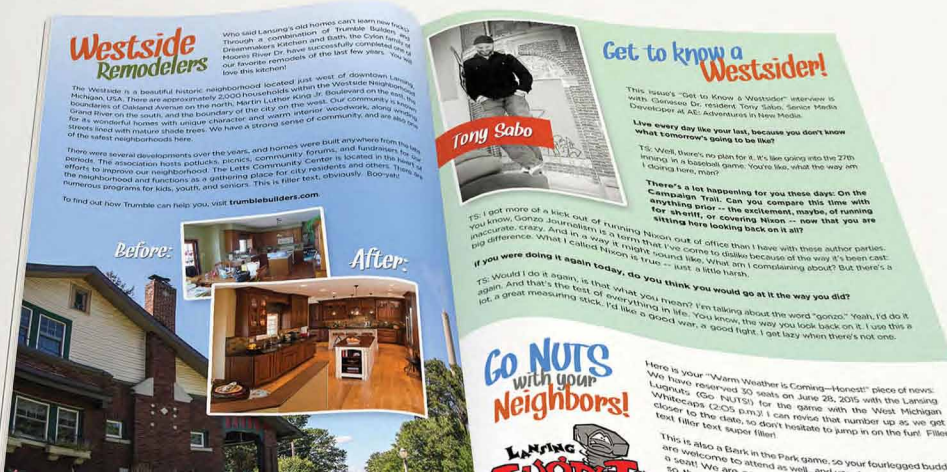
\$105 per issue

2.75" w x 8.5" h or 5.5" w x 4.25" h

whole page

\$165 per issue

5.5" w x 8.5" h (add 1/4" for full bleed)



Reach Lansing's premier neighborhood for pennies per household, in glossy full color to every home *and* online. It's the best value in Lansing advertising.

Don't have a color ad created? We'll even design one for you for free. Plus, when you commit to an entire year (three issues, April, Aug. & Nov.) you save 15%.

learn more at wnalansing.com

the Westsider

email us at

board@wnalansing.com



“Business Spotlight” is a paid full page advertorial interview that highlights your business, and comes with an additional free quarter-page ad.



Ads are full color and can contain cut-out coupons. If you don't have an ad prepared, we'll design a full color ad with your content at no additional charge.



the neighborhood

The Westside Neighborhood is defined by the boundaries of Oakland Avenue to the North, Martin Luther King Blvd to the East, the Grand River to the South, and the boundary of the city to the West. There are approximately 2,000 households within the Westside Neighborhood, which includes many of Lansing's most recognizable and historic homes.

the newsletter

The Westside Neighborhood Association (WNA) publishes a regular newsletter, The Westsider, to share information about its activities and announce community events to residents of the Westside Neighborhood. The Westsider is mailed to all 2,000 Westside households in April, August and November of each year, and promoted online through the website and an extremely active 1,000+ member Facebook group. 200 additional copies are mailed to local elected officials and prominent public figures, and are distributed to local businesses. Ads help underwrite the operational costs of the WNA, a 501(c)3, and benefit all businesses and associations which wish to reach neighborhood residents.

the association

The Westside Neighborhood Association seeks to address the issues and concerns of Westside Neighborhood residents; to bring neighbors together to support, enhance, and maintain the Westside's unique qualities as an area that values diversity among its residents; to support excellence in its schools; to improve the quality of life for all residents; and to celebrate the beauty and diversity of its people, housing, parks, and byways. To these ends, the Westside Neighborhood Association may develop, implement, and administer programs, plans, and policies; receive and disperse funds; and act as a representative of the Westside Neighborhood to any government body or public or private organization.