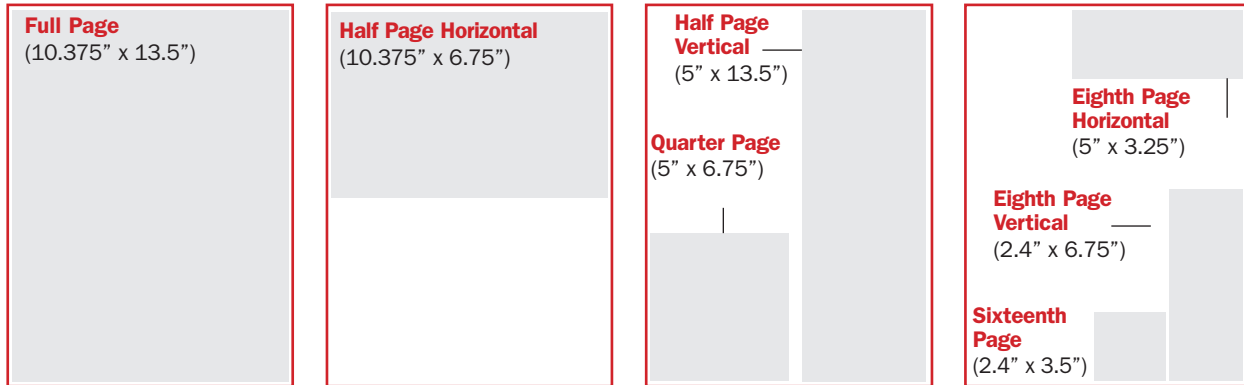


# the southwester

since 1963

serving the waterfront communities of southwest and navy yard



## Print Advertising Rates

Size	
Full	\$625
Half	\$350
Quarter	\$200
Eighth	\$110
Sixteenth	\$60

## Preferred Print File Format

High resolution PDF files preferred, with all fonts and images embedded.

Tifs, PSDs and jpgs are also accepted at 300dpi and saved as CMYK if ad is 4-color. MS Word files will be accepted but will be rebuilt to specs.

Black and white ads should not have any color elements. Photos included in the B&W ads should be greyscale.

## Deadlines

The Southwester is published monthly, before the first of the month. The deadline to reserve advertising space and submit ad copy is the 15th of the month prior to publication.

## Payment Terms

Prepay for 5 issues and receive an additional ad free; or prepay for 10 issues and receive 2 additional ads free. Rates include full color.

The advertiser agrees to purchase the Ad selected at the listed rate. Advertiser agrees to pay within 30 days of the invoice date. Electronic invoices are sent upon approval of the Ad. Payment is due 30 days from date of invoice.

For your convenience, electronic payment options are offered on the invoice. We accept payment online by credit card (Visa, MC, Discover AMEX & Apple Pay) or by direct bank transfer. Please make checks payable to: The Southwester, PO Box 70131, Washington, DC 20024.

## Refund Policy

Full refunds will be made for pre-paid orders if cancellation is received by 5pm on the 15th of the month prior to publication. After printing, cash refunds are not available, but a future Ad can be negotiated and printed without charge.

To Advertise, go to <https://swnaforms.wufoo.com/forms/q83w6o31jmfsx3/> or contact [ads@thesouthwester.com](mailto:ads@thesouthwester.com)

The Southwester • P.O. Box 70131 • Washington, DC 20024