



# Afton Oaks Civic Club, Inc.

P.O. Box 22402  
Houston, Texas 77227-2402

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February 25, 2007

Dear Prospective Advertiser:

Many thanks for your inquiry about advertising to the residents of Afton Oaks. We have three media products designed to reach our audience of 525 homes (more than 1,000 residents): the semi-annual ***Afton Oaks Post*** newsletter, the periodic "Afton Oaks E-News" e-mail blasts, and our website.

We hand deliver the ***Afton Oaks Post*** to every home and mail it to 50 non-resident homeowners. The newsletter is a 8.5" x 11" format product, printed on white paper stock with a bold yellow cover. Our e-mail distribution list now exceeds 500 addresses, probably representing about 60% of our residents. We send out the "Afton Oaks E-News" about 6-8 times a year, and we update residents on other issues even more frequently. Many residents are also now also used to going to our website – [www.aftonoaks.org](http://www.aftonoaks.org) – for information on neighborhood issues.

We offer a program called "The Total Package", which includes ads in both issues of the Afton Oaks Post (spring and fall), a listing in four electronic versions of the "Afton Oaks E-News" and a listing and "hotlink" to your website from the mainpage of the Afton Oaks website. All advertising professionals agree that constant reinforcement of your ad message is important to achieve results, so we think "The Total Package" will be a cost-effective way to reach the highly desirable Afton Oaks audience. Of course, if you prefer to advertise only in the newsletter (plus we will mention you in the occasional e-mail), we'll be pleased to accept your support in that way as well. Rates for the full calendar year 2007 for either program are as follows:

	<b>The Total Package</b>	<b>Newsletter Only</b>
Business Card Ad (5"W x 2 ½"H)	\$175.00	\$90.00
¼ Page Ad (5"W x 5"H)	250.00	150.00
½ Page Ad (8"W x 5"H)	350.00	200.00
Full Page Ad (7 ¾"W x 10"H)	450.00	350.00
Inserts (Menus, etc.)	250.00	150.00 (each)

Our first issue of the newsletter is scheduled for April. Feel free to e-mail [newsletter@aftonoaks.org](mailto:newsletter@aftonoaks.org), or call me at (832) 265-5871 for more information or to discuss alternatives.

Best regards, and thanks again for your interest in Afton Oaks,

Mark E. Worscheh  
Editor