

## Linwood Place Trolley Stop Advertising Form – 2023

Dear Advertiser,

Thank you so much for your interest in advertising in the LPNA Trolley Stop newsletter! This year we have continued with our 100% digital Trolley Stop. This has been very successful as we started emailing the Trolley out directly to our residents and can now track how often the Trolley Stop is clicked on. For our first “blast” of 2023, we had a 65% open rate, which is amazing considering this is a new way of communicating with the neighborhood. We are also increasing how often we make and send out Trolley Stops—now every other month. For simplicity’s sake, we are moving to only one size/price option for advertising. See below what you will get with your advertising cost:

### **Digital Banner Advertisement**

- Full color ad in Trolley Stop with link to your business website
- Full color ad on our website as an advertiser with a link to your business website

Below is a short checklist to ensure we receive the necessary items to get your advertisement into the Trolley Stop! We have also included ad sizing and request that your ad be submitted sized correctly.

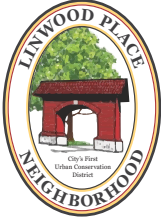
### **Advertiser Checklist:**

- YES!  Advertising form completed
- YES!  Digital Ad e-mailed to [linwoodplaceokc@gmail.com](mailto:linwoodplaceokc@gmail.com) in one of the following formats: .JPG or .PNG
- YES!  Check made payable to LPNA
- YES!  Advertising form and payment given to Linwood Place representative OR mailed to:

LPNA Treasurer  
P.O. Box 75672  
Oklahoma City, OK 73147-0594

Please do not hesitate to contact me if you have any questions or need assistance. Again, thank you so much for your support of Linwood Place!

Danielle Vinnedge  
LPNA President  
[linwoodplaceokc@gmail.com](mailto:linwoodplaceokc@gmail.com)



# Linwood Place Trolley Stop Advertising Form – 2023

Date: \_\_\_\_\_

Business Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ E-Mail: \_\_\_\_\_

Contact Person from Business/Organization: \_\_\_\_\_

Business website: \_\_\_\_\_

Size/Price of Advertisement: price is per issue

Banner Ad \$100.00

Issues:(circle all that apply) January March May July September November

Will you be paying in full or paying per issue? (Please circle one)

Paid in full

Paying per issue

Make Checks payable to LPNA

Please e-mail ad copy to [linwoodplaceokc@gmail.com](mailto:linwoodplaceokc@gmail.com)

Signed LPNA Representative \_\_\_\_\_

Signed Business Representative \_\_\_\_\_

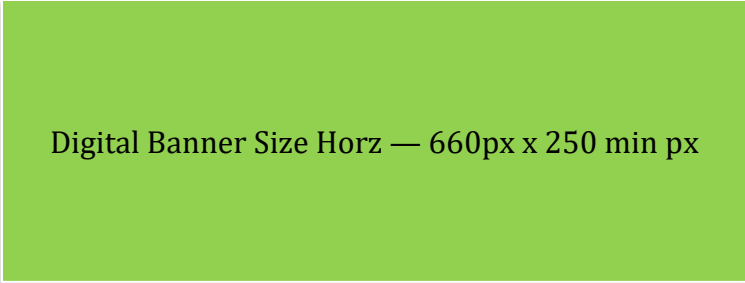
Please mail payment to LPNA Treasurer at P.O. Box 75672, Oklahoma City, OK 73146-059

**AD Sizing:**


## Digital Banner Advertisement Sizing

660px width x 250px (min height) – 1020px (max height)

Scaled size examples:



Digital Banner Size Horz — 660px x 250 min px



Digital Banner Size Horz — 660px x 1020 max px