



Specifications for Text Ad Benefit in the *News Update*

Required Introduction:

This issue of *News Update* is sponsored by Corporate Partner, [Insert Company Name]: ...

In the event of a co-sponsorship –

This issue of *News Update* is co-sponsored by Corporate Partners, [Insert Company Names]: ...

Specifications:

- ❖ 4 Line Maximum
- ❖ 350 Character Limit includes Spaces
- ❖ Ads run consecutively

News Update is issued weekly on Thursdays excluding holidays. Ads are placed as space becomes available. Placements are taken on a first-come, first-serve basis. Requests are not guaranteed.

Additional text advertising in the *News Update* is available for purchase at \$25 per insertion with a minimum of three insertions.

For more information or to reserve space, please contact Alicia Osgood at 202.861.2427 or email AOSgood@the-dma.org