



# Advertising in Little Italy's e-newsletter

Q's? Ask [SuzannaMolino@  
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*Neighborhood News from Little Italy* is a monthly e-newsletter produced by Promotion Center for Little Italy, Baltimore, a 501(c)(3) nonprofit organization.

## What to know about sponsor ads

- The e-newsletter is designed and distributed using *Constant Contact* email marketing platform, with an average **open rate of 55%** out of 10,000 email addresses on Little Italy's list. The reach, however, travels much further since the e-newsletter is also shared across Little Italy's social media where thousands of additional readers view it.
- The donation is **\$60 per ad** (one e-newsletter) to Promotion Center for Little Italy, which helps to cover our annual subscription to Constant Contact.
- **Sponsorships for one full year (12 ads) receive a 20% discount (\$525).**
- Generally we include only 2 to 3 sponsor ads per issue.
- **Your ad will be linked to your website or email address (your preference).**
- Ads must be submitted as a **.jpg file** measuring approximately **650 x 450 pixels**. Email ads to the Editor by the first week of the month in which the ad will appear.
- **Ads must be prepaid before publication. Easily pay by credit card on our website: [promotioncenterforlittleitaly.org/store/p80/Newsletter\\_Ads.html](http://promotioncenterforlittleitaly.org/store/p80/Newsletter_Ads.html)**
- Ads should appear professional, clear, and simple, avoiding excess verbiage and fine print since many readers view the e-newsletter on mobile phones.
- **"Homemade" ads will not be accepted.**
- If you need an ad designed, the Editor will do so for an additional **\$30 donation.**

*Thank you for your consideration of  
sponsorship in Neighborhood News.*

