

## SECTION XIII

### ***ISLAND REPORT***

**Revised 6/29/2022**

The *ISLAND REPORT (IR)* is a monthly newsletter published by the Association for the purpose of providing members with information on current issues relating to the Association and life on the Island. The Association's Executive Director (ED) acts as the IR's Managing Editor. Contributors to the newsletter will observe the following guidelines adopted by the Board.

#### CONTENT APPROVAL

*All articles are subject to the approval of the Association's ED who reserves the right to approve the Communication Associate's (CA) edits on content or to refuse an article in its entirety that does not promote the interests of the Association. The IR is a private newsletter that reports on "such matters as the Board determines affects the welfare of its members."*

#### **1: CONTENT/EDITING/LAYOUT/PRINTING/ONLINE RESPONSIBILITY**

The content and layout are the responsibility of the Communications Associate (CA), with contractors hired as needed and managed by the CA. A draft of each issue will be sent to the ED and Board President for final edits prior to printing and posting online. The CA will contract with and coordinate all printing and mailing logistics, as well as post online.

#### **2: DISTRIBUTION**

The IR is automatically mailed to members of the Bald Head Association unless they choose to read it online. Non-members may receive a hard copy upon request. Copies may be left in Village Town Hall, the post office and other outlets to promote and educate the membership as well as visitors and other Island residents about Island events and issues, as well as the efforts of the Association to administer the Covenants. Current and archived *Island Report* issues are available publicly on the BHA website.

#### **3: SCHEDULE**

The deadline for submissions to the *Island Report* is the 1<sup>st</sup> of the month for the following month's issue. The print copy of the *Island Report* will be mailed at the end of the month.

#### **4: SUBMISSIONS**

##### **A. STANDARD ARTICLES**

Each issue of the *Island Report* will offer the following standard articles, subject to editing for space and syntax by the CA and/or Executive Director:

- ∞ Association News
  - Letter from the President
  - Committee Highlights
  - Covenant Matters
  - Member FAQ
  - Architectural Review Committee (ARC) Topics

- Other news/events related to the BHA from the Executive Director, CA, BHA staff, committee chairs or Board members
- ∞ Village News – Collected by the CA from the Village Public Information Officer (PIO) and/or department heads.

Non-Profit Organization Contributions - Because they contribute significantly to the quality of life on Bald Head Island, on-island non-profit organizations are permitted to provide news of their current activities and fundraisers (in the context of the article) each month, subject to the Content Approval guideline.

- ∞ Calendar – The *Island Report* will provide a monthly calendar of events, public meetings and their times.

## **B. OTHER SUBMISSIONS**

- ∞ Profiles for candidates running for public office will be included by BHA when appropriate.
- ∞ Letters to the Editor and articles written by property owners about BHI issues and experiences are encouraged, subject to the Content Approval guideline noted at the first of this document, as well as the following space guidelines:

The maximum length of a letter for publication in the *Island Report* will be 250 words. This limit will be strictly enforced. If the article or letter exceeds that length, the contributor may be granted more space by the CA or Executive Director, if appropriate.

Any individual will be limited to one letter every six months. The BHA reserves the right to edit letters in the interests of accuracy and civility or to publish a letter as written, followed by a correction by the editor.

In the interest of covering diverse topics and opinions, the BHA reserves the right to select among submissions for publication.

- ∞ Fundraising Inserts:

The CA will consider allowing fundraising inserts by qualified non-profit BHI organizations on a limited once-a-year basis. Qualified organizations are defined as organizations operating on Bald Head Island for the benefit of the Bald Head Island environment and/or community. Exceptions to this definition will be subject to approval by the Association's ED.

Only one fundraiser insert per issue will be permitted, on a first-come, first-serve basis. The insert will be provided via a correctly sized PDF. The organization will agree to pay the additional printing cost of the mailer and postage, if the standard bulk weight rate is exceeded by inclusion of the mailer.

- ∞ All content must be copyright-free.

## 5: ADVERTISING

The ED reserves the right to refuse any or all ad content. The *IR* will offer advertising at a discounted rate to BHI property owners in good standing. The CA and/or Executive Director may also choose to offer advertising at a higher rate to non-members. The guidelines for advertising in the *Island Report* are as follows:

∞ Payment: See Addendum 1 Media Kit for advertising rates.

Full payment for each quarter must be received by the deadline date for the first month of each quarter. For example, payment for the January *IR* must be received by December 1.

Members have space priority — if the total number of advertisers exceeds the number of spaces available on any month, members will be given space before non-members. If a non-member has already paid for ad space, this will be refunded or credited to a future ad, whichever the non-member prefers.

∞ Content: All ads are subject to the Content Approval guideline.

∞ Specifications: See Addendum 1 Media Kit for advertising specifications.

∞ Deadline: Ad artwork deadlines are the 1<sup>st</sup> of the month for the following month's issue.

∞ A paid political advertisement can be published in the *Island Report*, if it clearly indicates that it is a "Paid Political Announcement" and identifies the ad sponsor who paid for the advertisement.

∞ Advertising in the *IR* is not an endorsement of nor a referral for advertisements by BHA.

∞ All advertisements must be copyright-free.



*The largest property owners' association  
on Bald Head Island, NC*

# Island Report

## 2022 Media Kit

### Advertising Agreement

**Advertiser:** \_\_\_\_\_

**Advertiser Primary Contact Information (Name, address, phone & email):**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Billing Contact Information (Name, address, phone & email):**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Artwork Contact Information (Name, address, phone & email):**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Ad Size:** \_\_\_\_\_

**Term of Agreement:** \_\_\_\_\_

**Special Instructions:** \_\_\_\_\_

\_\_\_\_\_  
*Authorized Advertiser Signature / Date*

- Any changes to this advertising agreement must be in writing prior to issue deadline (1<sup>st</sup> of the month for the following month's issue).
- Advertising is billed prior to each quarter and must be paid by the first month of the quarter (billed February 1, May 1, August 1 and November 1; payment due March 1, June 1, September 1 and December 1).
- All submitted ad artwork must be copyright-free and must be the property of the advertiser.
- All photos used must have appropriate, written permission from applicable parties.
- Advertising in BHA publications is not an endorsement of nor a referral for advertisers by BHA.
- The BHA Board of Directors reserves the right to refuse any or all ad content.



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# Island Report

## 2022 Media Kit

**Your ad is viewed by over 2,000 BHI property owners, BHI business owners and visitors**

- Print copy mailed to approximately 2,000 BHI property owners
- Online flippable version (over 14,500 reads June 2021-June 2022)

**Full-color, 20-page ( or 16-page), monthly publication**

### Ad Rates

- **Full Page Ad** \$1,000 / month
- **1/2 Page Ad** \$500 / month
- **1/4 Page Ad** \$300 / month
- **Business Card Ad** \$150 / month

### Additional Charges

- **Back Cover** \$50 / month
- **Specified page (including right read)** \$25 / month

### Ad Sizes

- **Full Page Ad** 7.5" wide x 9.4315" tall  
**Full Page Ad with Bleed** Trim size: 8.5" wide x 11" tall with 1/8" bleed (include crop marks)
- **1/2 Page Ad** 7.5" wide x 4.6215" tall
- **1/4 Page Ad** 3.655" wide x 4.6215" tall
- **Business Card Ad** 3.655" wide x 2.2165" tall

### Ad Specs

- Full color (CMYK)
- Resolution 300 dpi
- Preferred file is PDF
- Graphic design service available on limited basis — submit logo, photos, graphics and ad copy points (PDF, EPS, JPG, PSD, PNG files acceptable)

*The BHA Board of Directors reserves the right to refuse any or all of the content of an ad that it feels is inappropriate.*

910-457-4676 Ext. 28 / 910-457-4677 Fax

PO Box 3030 / 111 Lighthouse Wynd / Bald Head Island, NC 28461  
[www.BaldHeadAssociation.com](http://www.BaldHeadAssociation.com) / [Pam@BaldHeadAssociation.com](mailto:Pam@BaldHeadAssociation.com)



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### Ad Rates — Property Owners

- **Full Page Ad** \$600 / month
- **1/2 Page Ad** \$300 / month
- **1/4 Page Ad** \$150 / month
- **Business Card Ad** \$75 / month

### Additional Charges

- **Back Cover** \$50 / month
- **Specified page (including right read)** \$25 / month

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