

Lucerne Lakes Homeowners Association, Inc. Newsletter Procedure

The Homeowners Association publishes a monthly newsletter to advise the homeowners of events, who to contact, meetings and various reminders of pending issues or potential violations.

Definitions

Ad Manager: The volunteer who works with potential advertisers and provides ads to the Editor.

Editor: The volunteer, who receives the information, compiles it, provides graphics and provides the finished copy to the Publisher.

Distributor: The volunteer who receives the newsletter and distributes to the Carriers who deliver them to Residents.

Homeowner: The legal purchaser of the property as filed on the deed and recorded in the Palm Beach County Clerk's Office.

HOA: All encompassing in reference to the Lucerne Lakes Homeowners Association, LLC and their Board of Directors and Officers.

Proof Readers: The Editors chosen volunteers to review the draft newsletter and provide comment.

Rep: The member of the Board of Directors who manages the Newsletter

Residents: Those persons residing in the home.

Procedure

1. Rep receives information desired to be incorporated into the newsletter from the Board and Homeowners. Information to be e-mailed to Rep by the third Saturday of the Month.
2. Rep checks with the Ad Manager for any new or expired ads. Gets copy to include in information sent to Editor.
3. Rep assembles all information in an unformatted email to the Editor by the following Monday. No additions after this action.
4. Editor assembles the newsletter and sends to proof readers.
5. Updated newsletter gets final review by Rep.
6. Editor emails to Printer.
7. Printer delivers completed newsletters to distributor.

8. Distributor assembles into groups for carriers.
9. Excess copies are delivered to the Clubhouse.

Newsletter Advertising

In interest of minimizing costs, the Ad Manager seeks out or responds to local businesses that may want to solicit from the Association.

Procedure

1. When soliciting or contacted, respond with rates and copy requirements for the advertising.
2. The attached rate schedule and contract form is utilized.
3. Review current advertisers and notify President when advertising expires in 2 months or less.

LUCERNE LAKES HOMEOWNERS ASSOCIATION, INC

NEWSLETTER

4400 LUCERNE LAKES BLVD.
LAKE WORTH, FL 33467

ADVERTISING CONTRACT

(PLEASE PRINT)

NAME OF ADVERTISER _____

STREET ADDRESS _____

CITY _____ STATE _____ ZIP _____

TELEPHONE _____

I hereby authorize the placing of a _____ size advertisement to appear for 6 or 12 issues for \$ _____.

Date

Authorized Signature

RATES

	<u>6 ISSUES</u>	<u>12 ISSUES (20% discount)</u>
1/8 page _____	\$150.00	\$240.00
1/4 page _____	\$300.00	\$480.00
1/2 page _____	\$450.00	\$720.00
Full Page _____	\$750.00	\$1200.00

AD SAMPLES ATTACHED

Make checks payable to: Lucerne Lakes HOA Inc.

Approved BOD Meeting 5/17/2018