2027 SHHA Commercial Advertising Rate Card

Effective November 1, 2026

The Sandia Heights Homeowners Association (SHHA) publishes *The GRIT* community newsletter and the annual Resident Guide and Directory. Commercial advertising is available in both publications, subject to space availability and SHHA Commercial Advertising Policies.

The GRIT Newsletter

The GRIT is mailed monthly to approximately **1,800 SHHA member households**. An additional approximately **400 nonmember households** receive an annual print mailing. The electronic edition reaches approximately **3,000 inboxes each month**, with some overlap between print and electronic recipients.

The GRIT, its issues since 1979, and a searchable article index of recent issues, are also publicly available online: https://sandiahomeowners.org/grit-newsletter

Annual advertising includes placement in **each regular issue of The GRIT published during the calendar year**. Printed advertisements appear in black and white; advertisements in the electronic edition appear in full color.

2027 GRIT Advertising Rates

Ad Size	2027 Annual Rate
Business Card	**$850**
Quarter Page	**$1,640**
Half Page - vertical or horizontal	**$3,040**

Full Page	**$5,900**

Applicable gross receipts of tax will be added at invoicing.

2026 Advertiser Credit

The 2026 GRIT advertising packages were purchased for 12 placements. To accommodate the 10-day shift in deadline and transition to the new publication schedule, SHHA will publish **11 issues in 2026**, including a combined November/December issue.

Advertisers who purchased a 12-placement 2026 package will therefore receive a credit equal to **one-twelfth of their total 2026 GRIT advertising payment, including gross receipts tax**, toward their 2027 renewal.

Ad Size	2026 Total Paid	2026 Credit
Business Card	$753.72	**$62.81**
Quarter Page	$1,449.46	**$120.79**
Half Page	$2,690.20	**$224.18**
Full Page	$5,218.05	**$434.84**

The credit will be applied to the advertiser's 2027 renewal invoice.

Artwork and Deadlines

Advertisers must provide publication-ready artwork at 100% of the specified ad size in PDF or high-resolution JPEG format. Beginning with the **January 2027 issue**, artwork and advertising changes are due on the **first day of the preceding month**. For example, artwork for the January issue is due **December 1**. If replacement artwork is not received by the deadline, SHHA may continue to use the advertiser's current advertisement. Advertising is accepted subject to space availability. Advertisements and artwork must comply with the **SHHA Commercial Advertising Agreement & Policies**.

Payment

Advertising must be paid in full prior to publication. Payment may be made by check or credit card. Applicable gross receipts tax will be charged at the rate in effect at the time of invoicing.