



# Community Publications

Andrea Escher  
Managing Editor and Advertising Director

PO Box 83130 • Gaithersburg, MD 20883-3130  
310-519-1678

# KENTLANDS TOWN CRIER

towncriernews@aol.com

## ADVERTISING RATES

Size	Single Issue	4X	8X	15x
Business Card	\$30	\$80	\$150	\$240
Eighth 2.5"W x 6"H or 5"W x 3"H	\$55	\$157.50	\$285	\$510
Quarter 5"W x 6"H	\$100	\$270	\$480	\$840
Half 10"W x 6"H or 5"W x 12"H	\$175	\$480	\$870	\$1,620
Full Page 10"W x 13"H	\$350	\$975	\$1,890	\$3,360

**Note:** Spot color is available for an additional \$125 per month; call the Advertising Director to inquire about process color.

Advertising rates are subject to change without notice.

## TECHNICAL REQUIREMENTS

Ads for the publications must be submitted as black and white "camera-ready" art, with halftones and screens at 85 lines per inch. Ads should be mailed along with payment to the advertising director at the above mailing address. Digital files may be sent via email, and should be high-resolution PDF or JPEG files. Please ask the Advertising Director about our reasonably priced advertising layout services.

## PAYMENT

Please make checks payable to The Kentlands Town Crier. Sorry, credit cards not accepted.

## SUBMISSION INFORMATION

All articles, letters, calendar entries, features and photos must be submitted by the 30th of the month preceding publication. Articles may be submitted to the editor at the above address.

Advertising deadline is the 30th of each month.



Visit [www.kentlandsusa.com](http://www.kentlandsusa.com)

# KENTLANDS TOWN CRIER

Volume 10, No. 5

KENTLANDS NEWS, COMMENT & OPINION

May 2004

### Kentlands Prepares for Pool Opening

By ANDREA ESCHER



Kentlands residents will welcome back another summer season this year. While the water may be a bit chilly, the pool will open for the 2004 summer season on Saturday, May 29. The pool will be open daily from 9:30 a.m. to 9:00 p.m. and the opening of the pool traces the return of the Kentlands Book Club and initiation of Clubhouse/Reserve room hours on weekends.

POOL Continues on page 9

### City Hosts Stakeholders Meeting To Discuss Future of National Geographic Site

#### Over 100 Residents Attend To Express Their Views

By ANDREA ESCHER

Over 100 residents of the Kentlands and Lakeland communities gathered at Rachel Carson Elementary school on April 29 to voice their input over the future of the National Geographic/Global Exchange site adjacent to the two neighborhoods.

Designated as one of several Special Study Areas by the Mayor and City Council in 2003, the site currently houses the Global Exchange (GE) office building and a warehouse occupied by several tenants including PepsiCo/Client in February 2004. The development approached the Kentlands and Lakeland Board of Directors to discuss the possible future development of a residential apartment complex on the vacant parcel adjacent to the GE site.

While no plans have officially been submitted to the City of Gaithersburg for review and consideration, City staff felt there was no time like the present to find out how residents feel about the proposed



Kentlands and Lakeland residents gathered at Rachel Carson Elementary school on April 29 to voice their input over the future of the National Geographic/Global Exchange site adjacent to the two neighborhoods.

### Quince Orchard Middle School Boundary Options Announced Which Schools Will Join Rachel Carson Elementary Students in 2005?

By ANDREA ESCHER

On Wednesday, April 14, the Boundary Advisory Committee (BAC) held a meeting to further discuss the middle school boundary study requested by the construction of the Quince Orchard Middle School #1 (QOMS #1) adjacent to Lakeland Park. Representatives from each of the nine schools on the BAC presented their views on each of the four options and encouraged parents to express their views and opinions as to where local Montgomery County middle school students will be attending classes in September 2005.



The question still remains which communities will join Kentlands & Lakeland middle schoolers in September 2005.

While each of the options were discussed in detail, Option #4 was the most highly supported option by meeting attendees, in terms of who they hope will be sharing the middle school with Kentlands and Lakeland youth. A number of schools

including Rachel Carson also provided support to Option #1 (options #2 and #3 did not receive any significant support). Option #1 has Rachel Carson, E.E. Janning Brown, Siskin, Dunwoody, and Diamond ES at QOMS #1 while Ridgeview MS would have students transferring from Thorpe, Marshall, Diamond (South), Fields Hill and Juvet Lane. Option #4 supporters believe this option has the most balanced solution and demographic and merge the least number of students of the four options, among other practical issues.

After a meeting on March 29, the BAC perceives that parents from within the SCHOOL Continues on page 7

## The Official Publication of the Kentlands Citizens Assembly

Publication Date:  
15th of each month

## Distribution Info:

Delivered to every home and local retail business in Kentlands, including Midtown, Market Square, and Kentlands Square. It is also available in news racks throughout the area.

**Note:** The Kentlands Town Crier reserves the right to refuse advertising it deems objectionable.



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## ADVERTISING SIZES

*Some publications do not offer all of the sizes illustrated.*

**Eighth**  
Vertical: 2.5"W x 6"H  
Horizontal: 5"W x 3"H

**Business Card**

**Quarter**  
5"W x 6"H

**Half**  
Vertical: 5"W x 12"H  
Horizontal: 10"W x 6"H

**Full Page**  
10"W x 13"H

**Note:** Most ads are printed in black and white. *Spot color* is available for an additional cost; call advertising director to obtain rates for process color.

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All articles, letters, calendar entries, features and photos must be submitted by the advertising deadline. Please refer to the black sidebar to the right for deadlines specific to the publication of interest.

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**The Fallsgrove Times**  
email: [fallsgrovetimes@aol.com](mailto:fallsgrovetimes@aol.com)

**Publication Date:**  
20th of each month

### Distribution Info:

Delivered to over 1,000 homes and local retail businesses in Fallsgrove.

**Advertising Deadline:**  
5th of each month



**Kentlands Town Crier**  
email: [towncriernews@aol.com](mailto:towncriernews@aol.com)

**Publication Date:**  
15th of each month

### Distribution Info:

Delivered to every home and business in Kentlands, including Midtown, Market Square, and Kentlands Square.

**Advertising Deadline:**  
30th of each month



**The Lakelands Leader**  
email: [leader@lakelandsads.org](mailto:leader@lakelandsads.org)

**Publication Date:**  
1st of each month

### Distribution Info:

Delivered to every home and business in the area, including Midtown, Market Square, and Kentlands Square.

**Advertising Deadline:**  
15th of each month



**The Viewpoint**  
email: [theviewpointnews@aol.com](mailto:theviewpointnews@aol.com)

**Publication Date:**  
Quarterly

### Distribution Info:

Delivered to every home and business in The Vistas and Woodcliffe Park.

**Advertising Deadline:**  
15th of each month