

Lakeside on Lanier rate/deadline sheet

Effective 1/1/2010



Print & Online Rates

PRINT

	Single issue	Multi-run**	Specifications
Full page	430.00	380.00 ea	10 in. w x 12 in. deep
Half page	225.00	205.00 ea	10 in. w x 6 in. deep
Quarter page	125.00	100.00 ea	5 in. w x 6 in. deep
Eighth page	75.00	65.00 ea	4 in. w x 3.75 in. deep
Sixteenth page	60.00	50.00 ea	4 in. w x 2.50 in. deep

Above rates are black and white.

Annual rates available.

**3-month minimum

Ask about our discounts for running in our sister publications!

Color

Process color (full color)	add 120.00 (any size ad; each month)
Spot color (one color)	add 60.00 (any size ad; each month)

ONLINE

Six-month minimum

Size	Specifications
Banner ad (right hand side)	75.00/mo 200 pixels w x 75 pixels deep
Footer ad (bottom of page)	40.00/mo 150 pixels w x 75 pixels deep
Setup fee:	25.00/no charge if ad is submitted ready to post

Annual rates available.

Business directory 15.00/mo. 6-month minimum, one time payment
(Feature is an interactive directory available on every page of our website.)
Annual rates available.

Print

- Between 13,000 and 15,000 copies printed and distributed monthly. (January issue, add 4,000 to 5,000 extra for Atlanta Boat Show distribution.)
- Distributed to more than 325 locations including marinas, boat dealerships, convenience stores, restaurants; virtually all high-traffic areas around the lake. Geographic areas for distribution include parts of Hall, Gwinnett, Forsyth, North Fulton, Dawson, and Lumpkin counties. (Cities include Buford, Flowery Branch, Oakwood, Gainesville, Cumming, Dawsonville, Dahlonega, and more.)

Online

- Full featured website containing all our news and information from each printed edition plus eNews, our electronic news section that keeps readers up-to-date with information that happens between our print editions.
 - More than 120,000 visitors checked out www.lakesidenews.com from Jan. 1, 2007 to Dec. 15, 2007; add to that more than a quarter million page views during that same time frame. Traffic grew from just over 8,000 visits in February to more than double that figure in June.
- We're currently in the planning stages of building a new, improved interactive website and current advertisers will get first chance to sign up for the new site.

2010 DEADLINES

Print edition

Materials due	Issue	Print date*
12-22-2009	January 2010	01-05-2010
01-19-2010	February 2010	02-04-2010
02-19-2010	March 2010	03-02-2010
03-19-2010	April 2010	04-06-2010
04-20-2010	May 2010	05-04-2010
05-20-2010	June 2010	06-01-2010
06-18-2010	July 2010	06-29-2010
07-20-2010	August 2010	08-03-2010
08-20-2010	September 2010	09-01-2010
09-21-2010	October 2010	10-05-2010
10-19-2010	November 2010	11-02-2010
11-19-2010	December 2010	12-01-2010
12-21-2010	January 2011	01-04-2011

*tentative (can vary up to three days)

Notes

- Ads may be submitted in the following formats: PDF, tif, jpg eps. (Preference in that order.)
 - Ads must be built to measurements shown at left.
- Email ads (or photos, logos and text) to:
s.nish@creativeinonline.com.

Our production/design staff:

Susan Nish or Susan Daniel

770 534-8858 or s.nish@creativeinonline.com.

Terms

Payment is due net 15 days from date of invoice.
We accept checks, credit cards or money orders.
Accounts past due will incur 2% per month on balance.
Returned checks incur \$30 fee.

Contact info:

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770 287-1445 (f)
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www.lakesidenews.com