

PRINT

| | Full color | Black & White | Specifications |
|----------------|------------|---------------|------------------------------|
| Full page | \$500.00 | \$380.00 | 10 in. w x 12.5 in. deep |
| Half page | \$325.00 | \$205.00 | 10 in. w x 6.125 in. deep |
| Quarter page | \$220.00 | \$100.00 | 4.9 in. w x 6.125 in. deep |
| Eighth page | \$185.00 | \$65.00 | 3.916 in. w x 3.625 in. deep |
| Sixteenth page | \$170.00 | \$50.00 | 3.916 in. w x 2.375 in. deep |

Spot color option (one color only) add \$60.00 to B/W price (any size ad)

- Between 10,000 and 13,000 copies printed and distributed monthly. (January issue features additional copies for Atlanta Boat Show distribution.)
- Distributed to approximately 300 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

Display Ad Pricing

| | Specifications |
|--|-------------------------|
| \$100.00/mo. homepage (sidebar 1 & 2) | 300p wide x 250p height |
| \$75.00/mo. homepage (sidebar 3) | 300p wide x 250p height |
| \$75.00/mo. homepage 4-panel photo box | |
| \$50.00/mo. homepage bottom ad | 300p wide x 250p height |
| \$35-\$50/mo. internal pages | (call for availability) |

*above ads are visible on approximately 90 percent of website pages

Real Estate Slider (w/web link) with Lakeside print ad: \$20/mo. per slide
without Lakeside print ad: \$30/mo. per slide

Marketplace Slider (w/web link) with Lakeside print ad: \$20/mo. per slide
without Lakeside print ad: \$30/mo. per slide

(An additional one-time setup fee may apply for custom ad design.)

2021 DEADLINES

| Materials due* | Issue | Distribution begins* |
|----------------|----------------|----------------------|
| 12-17-2020 | January 2021 | 12-28-2020 |
| 01-15-2021 | February 2021 | 02-01-2021 |
| 02-15-2021 | March 2021 | 03-01-2021 |
| 03-15-2021 | April 2021 | 03-29-2021 |
| 04-15-2021 | May 2021 | 05-03-2021 |
| 05-17-2021 | June 2021 | 05-31-2021 |
| 06-15-2021 | July 2021 | 07-06-2021 |
| 07-15-2021 | August 2021 | 08-02-2021 |
| 08-16-2021 | September 2021 | 08-30-2021 |
| 09-14-2021 | October 2021 | 09-27-2021 |
| 10-15-2021 | November 2021 | 11-01-2021 |
| 11-15-2021 | December 2021 | 11-29-2021 |
| 12-14-2021 | January 2022 | 01-03-2022 |

*tentative (can vary up to three days)

Notes

- Ads may be submitted in the following formats: PDF, tif, jpg eps.
 - 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, Susan Daniel 678 696-8585

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 \$35 fee.

Contact info:

Lakeside on Lanier
3292 Thompson Bridge Rd #250
Gainesville, GA 30506
770 287-1444 (o)
lakesidenews@mindspring.com
www.lakesidenews.com

