

PRINT

	Full color	Black & White	Specifications
Full page	\$500.00	\$380.00	10.25 in. w x 11.25 in. tall
Half page	\$325.00	\$205.00	10.25 in. w x 5.525 in. tall
Half page (vertical)	\$325.00	\$205.00	5.05 in. w x 11.25 in. tall
Quarter page	\$220.00	\$100.00	5.05 in. w x 5.525 in. tall
Eighth page	\$225.00	\$75.00	5.05 in. w x 2.65 in. tall

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.)

2023 DEADLINES

Materials due*	Issue	Distribution begins*
12-15-2022	January 2023	01-02-2023
01-16-2023	February 2023	01-30-2023
02-14-2023	March 2023	02-27-2023
03-15-2023	April 2023	04-03-2023
04-14-2023	May 2023	05-01-2023
05-15-2023	June 2023	05-29-2023
06-15-2023	July 2023	07-03-2023
07-14-2023	August 2023	07-31-2023
08-14-2023	September 2023	08-28-2023
09-14-2023	October 2023	10-02-2023
10-16-2023	November 2023	10-30-2023
11-15-2023	December 2023	12-04-2023
12-15-2023	January 2024	01-02-2024

*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

