

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)

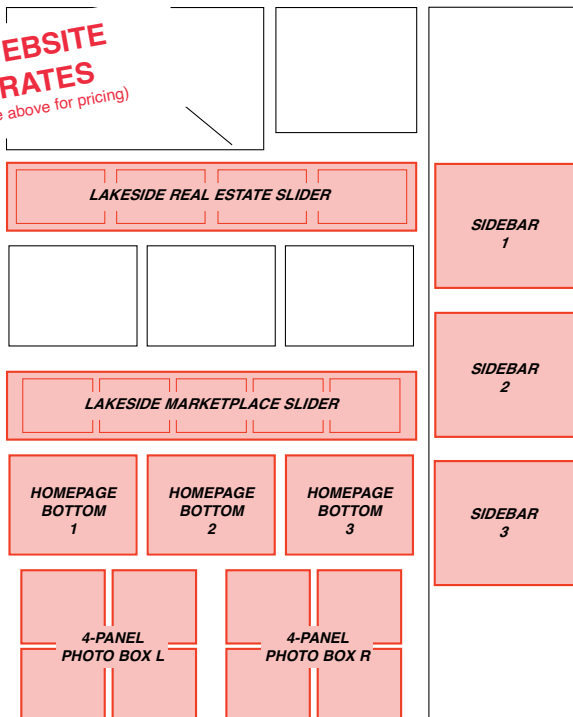
*above ads are visible on approximately 90 percent of website pages

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.)

**WEBSITE
RATES**
(see above for pricing)



2024 DEADLINES

Print edition

Materials due*	Issue	Distribution begins*
12-15-2023	January	01-02-2024
01-15-2024	February	01-29-2024
02-13-2024	March	02-26-2024
03-14-2024	April	04-01-2024
04-15-2024	May	04-29-2024
05-15-2024	June	06-03-2024
06-13-2024	July	07-01-2024
07-15-2024	August	07-29-2024
08-13-2024	September	09-03-2024
09-16-2024	October	09-30-2024
10-15-2024	November	11-04-2024
11-12-2024	December	12-02-2024
12-13-2024	January 2025	12-30-2025

*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