



Print & Online Rates

PRINT

	Single issue	Multi-run**	Specifications
Full page	430.00	365.00 ea	9.75 in. w x 10 in. deep
Half page	225.00	195.00 ea	9.75 in. w x 5.25 in. deep
Quarter page	125.00	90.00 ea	4.8 in. w x 5.25 in. deep
Eighth page	75.00	55.00 ea	4.8 in. w x 3 in. deep
Sixteenth page	60.00	40.00 ea	4.8 in. w x 2 in. deep

Above rates are black and white.
Annual rates available.

**3-month minimum

Ask about discounts for running in our sister publication Lakeside on Lanier!

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)	30.00/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

- 10,000 copies printed and distributed monthly during season.
- Distributed to more than 80 locations including marinas, boat dealerships, convenience stores, restaurants; high-traffic areas around the lakes. Geographic areas for distribution include parts of Acworth, Canton, Cartersville, Kennesaw, Marietta, I-75, 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 (latest figures available); 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*
03-19-2010	April 2010	04-05-2010
04-19-2010	May 2010	05-03-2010
05-19-2010	June 2010	06-01-2010
06-18-2010	July 2010	06-29-2010
07-20-2010	August 2010	08-03-2010
08-18-2010	September 2010	08-31-2010
	October-March	

October-March: Business directory designed for shelf life through off season. Details coming August 2010.

*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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