

# Lakeside on Lanier rate/deadline sheet

Effective 12/01/2019



## Print & Online Rates

	<b>PRINT</b>		<b>Specifications</b>
	<b>Single issue</b>	<b>Multi-run**</b>	
<b>Full page</b>	430.00	380.00 ea	10 in. w x 12.5 in. deep
<b>Half page</b>	225.00	205.00 ea	10 in. w x 6.125 in. deep
<b>Quarter page</b>	125.00	100.00 ea	4.9 in. w x 6.125 in. deep
<b>Eighth page</b>	75.00	65.00 ea	3.916 in. w x 3.625 in. deep
<b>Sixteenth page</b>	60.00	50.00 ea	3.916 in. w x 2.375 in. deep

**Above rates are black and white.**

\*\*3-month minimum

### Color

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

### ONLINE

<b>Size</b>	<b>Specifications</b>
<b>Banner ads</b>	\$100/mo homepage \$75/mo bottom ad of homepage \$35-\$50/mo internal pages (call for details)

### Print

- Between 12,000 and 14,000 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

- 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.

## 2020 DEADLINES

Print edition

<b>Materials due*</b>	<b>Issue</b>	<b>Distribution begins*</b>
12-16-2019	January 2020	12-30-2019
01-15-2020	February 2020	02-03-2020
02-14-2020	March 2020	03-02-2020
03-16-2020	April 2020	03-30-2020
04-15-2020	May 2015	04-27-2020
05-18-2020	June 2020	06-01-2020
06-15-2020	July 2020	06-29-2020
07-15-2020	August 2020	08-03-2020
08-17-2020	September 2020	08-31-2020
09-15-2020	October 2020	09-28-2020
10-15-2020	November 2020	11-02-2020
11-16-2020	December 2020	11-30-2020
12-15-2020	January 2020	12-28-2020

\*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 or Susan Daniel  
678 696-8585 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 \$35 fee.

## Contact info:

Lakeside on Lanier  
3292 Thompson Bridge Rd #250  
Gainesville, GA 30506  
770 287-1444 (o)  
770 287-1445 (f)  
lakesidenews@mindspring.com  
www.lakesidenews.com