



# At The Lake<sup>®</sup>

GENEVA LAKES AREA MAGAZINE

## 2019 MEDIA PLANNER





# At The Lake®

GENEVA LAKES AREA MAGAZINE

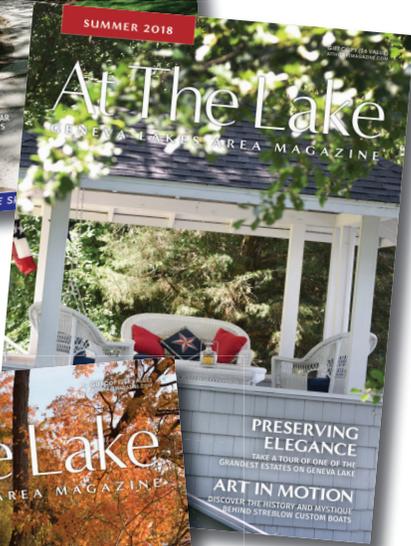
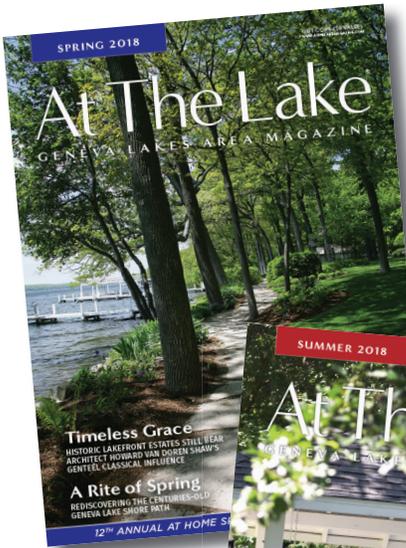
## ADVERTISE IN AT THE LAKE MAGAZINE

*At The Lake* magazine celebrates the local cultures, histories and personalities that are part of the Geneva Lakes area and surrounding communities.

For over 20 years, this full color quarterly publication has brought its readers compelling editorial, stunning photography and upscale design, within a beautifully packaged, keepsake-quality piece.

For the lakefront resident or the first-time visitor, *At The Lake* embraces and unfolds the unique characteristics that are part of the Geneva Lakes lifestyle. In addition to regular features, readers look to *At The Lake* for essential departments such as a comprehensive calendar of events and dining directory.

If you are looking to reach the people who have a home here, and the people who may be discovering our lakes area for the very first time, *At The Lake* is your ideal advertising medium.



## OUR READERS

# At The Lake<sup>®</sup>

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### PRINT CIRCULATION

More than 25,000 copies of *At The Lake* are distributed free of charge each quarter. The magazine reaches both local residents and visitors like no other publication by being available at high-traffic attractions, in the guestrooms and at the concierge desks of many area hotels, on racks in retail locations, and readily available at visitor information centers throughout southeastern Wisconsin. (Ask for our complete distribution list.)

In addition, the spring, summer and autumn editions of *At The Lake* are delivered to homes around Geneva Lake via the mail boat, *Walworth II*.

The magazine is also distributed at selected local events and received in the homes of more than 300 paying subscribers who want to know what's going on in the area as they plan their visits. *At The Lake* magazine is carefully circulated to reach educated individuals and families with high disposable income, many of whom own primary or secondary residences within Walworth County.

### ELECTRONIC CIRCULATION

Each issue of *At The Lake* magazine is also available as a digital edition. Print advertisers receive a free link if a website is listed in their ad. Advertisers may send customers a link to the magazine or post the link on their own website, Facebook or Twitter page. The digital edition is viewable on most mobile devices.

Additional advertising opportunities are available within the digital edition, including video, belly bands, insert cards and more. Contact Deann Hausner for a digital media kit.

### WEB CONTENT

*At The Lake* magazine's web site, [atthelakemagazine.com](http://atthelakemagazine.com), is home to the digital edition, plus includes current and past articles and features with photos not found in the print edition. You'll also find an archive of past issues, subscription and event information, a dining guide, and products available from *At The Lake*. For website ad pricing, see Ad Rates.

# EDITORIAL CALENDAR



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## 2019 EDITORIAL CALENDAR

### SPRING 2019

#### FEATURES

- Learn about the rich history of Woods School and its immigrant roots.
- We'll take you to Staller Estates, a local vineyard that is making a name for itself.

#### DEPARTMENTS

- Something to Think About: Learn about a program that is teaching volunteer fire fighters in the lakes area.

#### SPECIAL ADVERTISING OPPORTUNITIES

- At Home: A section featuring two-page advertorials for home builders, remodelers and all related services.

### SUMMER 2019

#### FEATURES

- We'll provide an in-depth look at the history of the P.T. Barnum Circus and its origins in Delavan.
- Profile: Dianna Coleman - dedicated volunteer, who has served her community on many levels.
- Learn about the Water Safety Patrol with an excerpt from the new book celebrating its 100th anniversary.

#### DEPARTMENTS

- Something to Think About: The unsung heroes of Walworth County's K-9 Unit
- Well Being: Does what you eat affect your mood?

#### SPECIAL ADVERTISING OPPORTUNITIES

- Lakeshore Living: A four-page advertorial on a newly built residence limited to one builder per issue

### AUTUMN 2019

#### FEATURES

- We mark the 100th anniversary of the Village of Williams Bay.
- Portfolio: Lake Dogs – our sixth annual portfolio of some of our favorite furry friends

#### DEPARTMENTS

- Something to Think About: Big Foot Recreation District – a community resource that keeps on growing

#### SPECIAL ADVERTISING OPPORTUNITIES

- Lakeshore Living: A four-page advertorial on a newly built residence limited to one builder per issue
- Taste of Fall: A section featuring area restaurant advertorials, highlighting menus, chef specials and so much more!

### WINTER 2019

#### FEATURES

- We'll introduce you to some of the most influential women who visited the Geneva Lakes area in the early 20th century.

#### DEPARTMENTS

- Well Being: Learn the vital role of therapy animals.

#### SPECIAL ADVERTISING OPPORTUNITIES

- Getting Married At The Lake: An annual resource for planning a wedding in the Geneva Lakes area
- Lakeshore Living: A four-page advertorial on a newly built residence limited to one builder per issue

## IN EVERY ISSUE

**Currents:** Noteworthy Community News Briefs

**Cuisine:** A Seasonal Food Focused Feature

**Dining Guide:** A Comprehensive Directory to Lakes Area Eateries

**Calendar of Events:** Activities Spanning Three Months



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## PUBLICATION DEADLINES

### SPRING 2019

Advertising Deadline: January 11, 2019  
Materials Deadline: January 18, 2019  
Publication Date: Late February

### SUMMER 2019

Advertising Deadline: April 19, 2019  
Materials Deadline: April 26, 2019  
Publication Date: Late May

### AUTUMN 2019

Advertising Deadline: July 12, 2019  
Materials Deadline: July 19, 2019  
Publication Date: Late August

### WINTER 2019

Advertising Deadline: October 11, 2019  
Materials Deadline: October 18, 2019  
Publication Date: Late November



# ADVERTISING RATES & DIMENSIONS



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## PRINT AD RATES

SIZE	1X RATE	2X RATE	4X RATE
Premium Full Page	\$2,530.00	\$2,420.00	\$2,205.00
Sponsored Content Full Page	\$2,130.00	\$2,035.00	\$1,850.00
Full Page	\$2,050.00	\$1,960.00	\$1,785.00
2/3 Page	\$1,540.00	\$1,475.00	\$1,340.00
1/2 Page	\$1,350.00	\$1,290.00	\$1,175.00
1/3 Page	\$1,080.00	\$1,030.00	\$940.00
1/6 Page	\$670.00	\$640.00	\$585.00

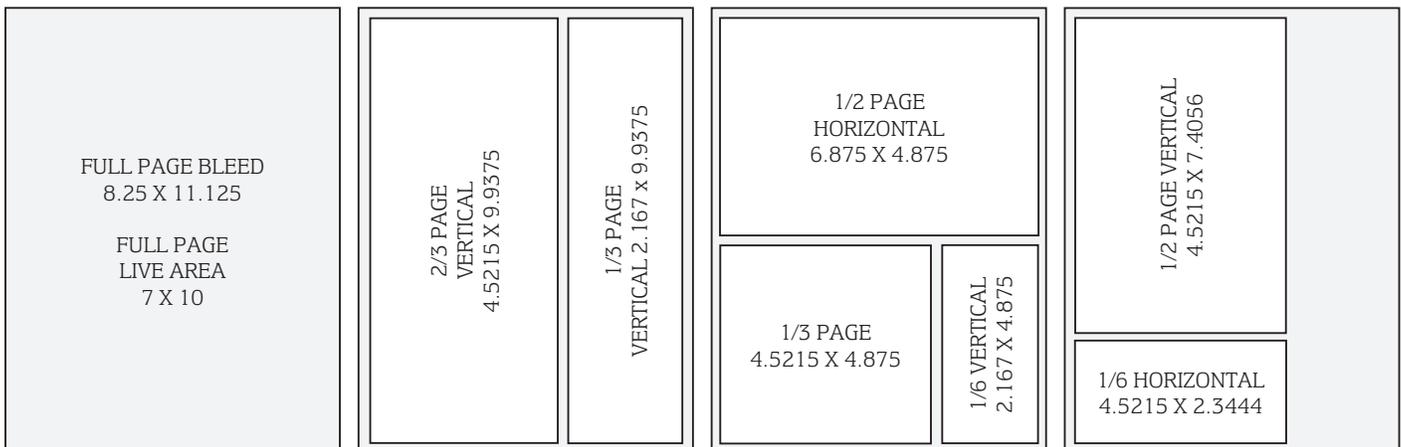
### Belly Band

A 6" wrap printed with your advertising message that encircles each issue of At The Lake. Specific distribution available. Call Deann Hausner for details and pricing.

Cover Positions - Call for availability

Please note: All rates are net. Ads include one hour of design time.

## PRINT AD DIMENSIONS



# DIGITAL RATES & DIMENSIONS

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## DIGITAL RATES & DIMENSIONS

### 10 EXCLUSIVE PARTNERSHIPS EACH MONTH

A digital partnership offers you the best value for your digital advertising dollars, including a presence on the *At The Lake* website and in our bimonthly e-newsletter. Select annual or quarterly partnerships. Both have a print component that ensures your logo will also have maximum visibility in the print edition of *At The Lake* magazine.

#### Partnerships Include:

- Opportunity to touch every single person who visits [atthelakemagazine.com](http://atthelakemagazine.com) and who reads our email newsletters – over 10,000 impressions per month.
- Frequency branding and high-impact ad positions in both our website and e-newsletters – your logo appears on every page of the *At The Lake* website and in every e-newsletter.
- The ONLY way to reach *At The Lake*'s web and email readers with digital display advertising – your ads receive rotating page views and positions.
- Sponsored Content on [atthelakemagazine.com](http://atthelakemagazine.com) (1x per year for annual partnership; 1x per quarter for quarterly partnership)
- Custom E-blast (2x per year for annual partnership; 1x per quarter for quarterly partnership.)
- Logo on bottom of bimonthly e-newsletter and in print magazine (4x per year for annual partnership; 1x per year for quarterly partnership.)



### Annual Digital Partnership (12 consecutive months)

Rate when bundled with print (Any size print ad purchased at full rate.) \$2,995.00

Rate when bundled without print \$3,495.00

### Quarterly Partnership (3 consecutive months)

Rate when bundled with print (Any size print ad purchased at full rate.) \$895.00

Rate when bundled without print \$1,495.00

### DIGITAL AD SIZES

#### WEBSITE

Banner Ad 468 x 60 pixels  
Block Ad 320 x 320 pixels

#### E-NEWSLETTER ADS

Banner Ad 300 x 93 pixels

STAY INFORMED:



Become a fan of *At The Lake* magazine on Facebook



Follow us on Twitter (@AtTheLakeMag)

# PRODUCTION GUIDELINES & REQUIREMENTS



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## 2019 PRODUCTION/DESIGN GUIDELINES & MECHANICAL REQUIREMENTS

Please carefully review the media requirements below as they are critical to the quality of your ad. It is the advertiser's responsibility to prepare ad materials to the specified requirements by deadline. *At The Lake* reserves the right to run last ad or charge advertiser for unused space if ad materials are not received by ad deadline provided.

### **ELECTRONIC ADS**

Advertisers are encouraged to submit press quality PDFs created in CMYK and containing high resolution (300 dpi) images. Ads containing spot colors or RGB images will not be accepted. All fonts must be embedded. If your ad does not meet our specifications, you will be asked to correct and resubmit, or our design department can recreate your ad for you at \$75 per hour.

### **ACCEPTED MEDIA**

CD • DVD • E-mail (ads@ntmediagroup.com)

### **FTP SITE INFORMATION**

For use when uploading or downloading files: Using an FTP client (such as Fetch)  
DOMAIN: www.ntmads.com  
USERNAME: ntclient%0094c93 • PASSWORD: Atthelake12 (this is case sensitive)

### **PHOTOGRAPHY**

Resolution must be at least 300 dpi and CMYK (no RGB/Spot Colors). Save all images embedded as eps or tiff. Images downloaded from the internet are not acceptable. Scans are acceptable at a high resolution and color scans may be also provided by us for an additional charge.

### **LOGOS**

Submit original logo in digital format or ad slicks to be scanned. Anything submitted at a lesser quality will need to be re-created; business cards are not acceptable. Resolution must be 300 dpi+ and CMYK (no RGB/Pantone). All fonts must be outlined.

### **DESIGN SERVICES**

If you do not have an existing ad that meets our specs, our design department can create original artwork for you. Ad rates include one hour of design time. Additional time and services are available for the following fees:

Design & layout services: \$75 per hour • Scanning: \$60-\$100 per hour • Ad release – press quality pdf: \$30

Please note: any design/revision time required after ad approval deadline will be invoiced at the standard hourly rate, regardless of prior complimentary time.

### **CONTRACTS**

Cancellations must be received in writing before the ad closing date. Verbal orders are binding. NO cancellations accepted after the closing date.

### **BILLING TERMS**

Advertising is invoiced on publication. Payment is due within 30 days of invoice date. All accounts not paid in full within 30 days of invoice date are subject to 1½% service charge per month (18% annually) on the net amount due, from the invoice date until paid in full. In the event the advertiser and/or agency defaults in payment of bills, such bills are turned over for collection. Advertiser and agency shall be totally liable for all fees and sums incurred by the publisher in the collection of delinquent accounts.

### **STAY INFORMED:**



Become a fan of *At The Lake magazine* on Facebook



Follow us on Twitter (@AtTheLakeMag)

**NEI-TURNER MEDIA GROUP, INC. • 400 BROAD ST., UNIT D, LAKE GENEVA, WI 53147**

**ADVERTISING ACCOUNT MANAGER: DEANN HAUSNER**

**P: 262-729-4471, EXT. 104 • C: 262-903-9000 • F: 262-729-4476 • E-MAIL: deann@ntmediagroup.com**

**atthelakemagazine.com**

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