

# 2022-2023 ADVERTISING AGREEMENT

# At The Lake<sup>®</sup>

GENEVA LAKES AREA MAGAZINE

## AD SIZES & RATES FOR AT THE LAKE



For 25 years, *At The Lake* magazine has celebrated the local cultures, histories and personalities that are part of the Geneva Lakes area and surrounding communities. Reach your customers through advertising opportunities in the print magazine as well as with our digital partnerships on the *At The Lake* website ([atthelakemagazine.com](http://atthelakemagazine.com)) and in our bi-monthly e-newsletter. Annual or quarterly digital partnerships both offer a print component that ensures your logo will have maximum visibility in the print edition of *At The Lake* magazine.

PRINT ADVERTISING	1X	2X	4X
Outside Back Cover	<input type="checkbox"/> \$3,695	<input type="checkbox"/> \$3,520	<input type="checkbox"/> \$3,200
Inside Front Cover	<input type="checkbox"/> \$2,770	<input type="checkbox"/> \$2,640	<input type="checkbox"/> \$2,400
Inside Back Cover	<input type="checkbox"/> \$2,770	<input type="checkbox"/> \$2,640	<input type="checkbox"/> \$2,400
Premium Full Page	<input type="checkbox"/> \$2,530	<input type="checkbox"/> \$2,420	<input type="checkbox"/> \$2,205
Sponsored Content Two Page	<input type="checkbox"/> \$2,750	<input type="checkbox"/> \$2,650	<input type="checkbox"/> \$2,400
Sponsored Content Full Page	<input type="checkbox"/> \$2,130	<input type="checkbox"/> \$2,035	<input type="checkbox"/> \$1,850
Full Page	<input type="checkbox"/> \$2,050	<input type="checkbox"/> \$1,960	<input type="checkbox"/> \$1,785
2/3 Page	<input type="checkbox"/> \$1,540	<input type="checkbox"/> \$1,475	<input type="checkbox"/> \$1,340
1/2 Page	<input type="checkbox"/> \$1,350	<input type="checkbox"/> \$1,290	<input type="checkbox"/> \$1,175
1/3 Page	<input type="checkbox"/> \$1,080	<input type="checkbox"/> \$1,030	<input type="checkbox"/> \$940
1/6 Page	<input type="checkbox"/> \$670	<input type="checkbox"/> \$640	<input type="checkbox"/> \$585

Please indicate which issues your ad will run in.

- Spring 2022  
  Summer 2022  
  Fall 2022  
 25th Anniversary Commemorative Issue  
  Winter 2023

### ORIENTATION

- Vertical  
  Horizontal

### COPY INSTRUCTIONS

- Will provide a new press-ready digital ad  
 Please help me design an ad  
 Pick up ad

### PLEASE SEND AD MATERIALS TO:

Amy Jacobs, [ads@ntmediagroup.com](mailto:ads@ntmediagroup.com)

### DIGITAL SPONSORSHIP

Annual Digital Partnership (12 consecutive months)	<b>WITH PRINT AD</b>	<b>DIGITAL ONLY</b>
	<input type="checkbox"/> \$2,995.00	<input type="checkbox"/> \$3,495.00
Quarterly Partnership (3 consecutive months)	<b>WITH PRINT AD</b>	<b>DIGITAL ONLY</b>
	<input type="checkbox"/> \$895.00	<input type="checkbox"/> \$1,495.00

Select a start date for your partnership:  
  Jan. 1  
  Apr. 1  
  July 1  
  Oct. 1  
*Sponsorships begin the first of each quarter.*

### DEADLINES

#### SPRING 2022

Ad closing . . . . . January 7  
 Ad materials deadline. . . . . January 14  
 Publication date . . . . . Late February

#### SUMMER 2022

Ad closing . . . . . April 15  
 Ad materials deadline. . . . . April 22  
 Publication date . . . . . Late May

#### AUTUMN 2022

Ad closing . . . . . July 8  
 Ad materials deadline. . . . . July 15  
 Publication date . . . . . Late August

#### 25TH ANNIVERSARY COMMEMORATIVE ISSUE

Ad closing . . . . . August 8  
 Ad materials deadline. . . . . August 15  
 Publication date . . . . . Late September

#### WINTER 2023

Ad closing . . . . . October 7  
 Ad materials deadline . . . . . October 14  
 Publication date . . . . . Late November

### CONTACT INFORMATION

CONTACT NAME: \_\_\_\_\_

AUTHORIZED SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

BUSINESS NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_ CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_ E-MAIL: \_\_\_\_\_

### SEND AGREEMENT TO: DEANN HAUSNER

NEI-TURNER MEDIA GROUP, INC. • 400 BROAD ST., UNIT D • LAKE GENEVA, WI 53147  
 PHONE: 262-903-9000 • EMAIL: [DEANN@NTMEDIAGROUP.COM](mailto:DEANN@NTMEDIAGROUP.COM)

## 2022 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)

### 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.

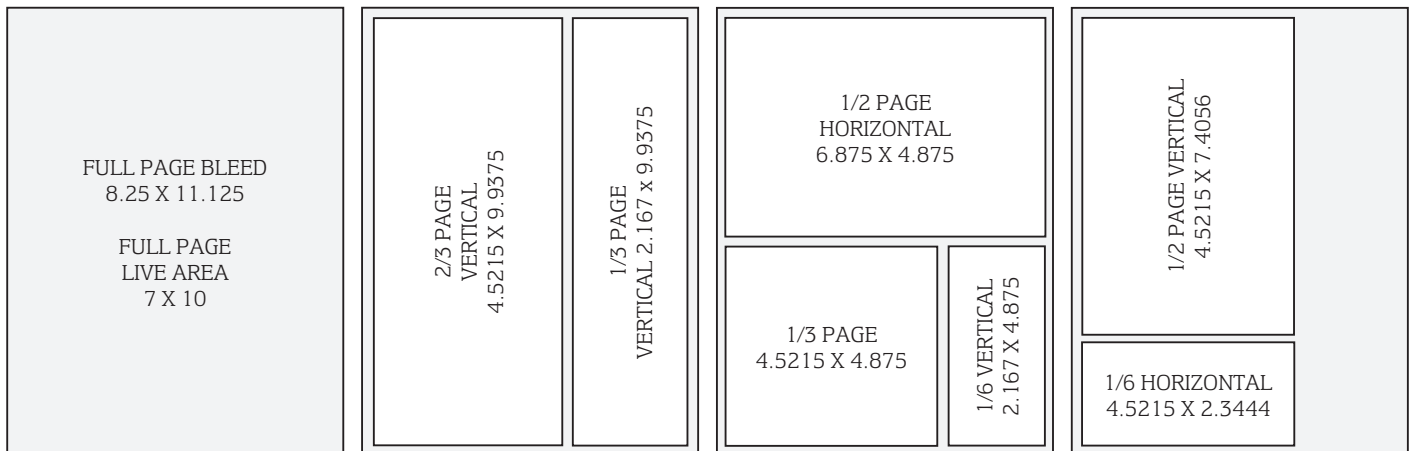
### CONTRACTS

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.

## AD DIMENSIONS



**TO ADVERTISE, CONTACT: DEANN HAUSNER • 262-903-9000 • DEANN@NTMEDIAGROUP.COM**