

2024-2025 ADVERTISING AGREEMENT

At The Lake®

GENEVA LAKE AREA MAGAZINE

AD SIZES & RATES FOR AT THE LAKE



For over 25 years, *At The Lake* magazine has celebrated the local cultures, histories and personalities that are part of the Geneva Lake 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*) and in our weekly 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
2-Page Spread	<input type="checkbox"/> \$3,695	<input type="checkbox"/> \$3,520	<input type="checkbox"/> \$3,200
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 2024 Summer 2024
 Fall 2024 Winter 2025

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

DIGITAL SPONSORSHIP

Annual Digital Partnership (12 consecutive months)	WITH PRINT AD <input type="checkbox"/> \$2,995	DIGITAL ONLY <input type="checkbox"/> \$3,495
Quarterly Partnership (3 consecutive months)	WITH PRINT AD <input type="checkbox"/> \$895	DIGITAL ONLY <input type="checkbox"/> \$1,495

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

CONTACT INFORMATION

CONTACT NAME: _____

AUTHORIZED SIGNATURE: _____ DATE: _____

BUSINESS NAME: _____

ADDRESS: _____ CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ E-MAIL: _____

SEND AGREEMENT TO: DEANN HAUSNER

2024-2025 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

