

## PUBLISHER'S STATEMENT

Lake County Business Journal provides news and feature articles about local businesses and serves as a monthly means of communication for the Lake County area business community.

## CIRCULATION

5,700 issues published 10 times per year and distributed by mail and controlled distribution to business and professional people in the Lake County area. Subscriptions available - \$15/year, \$25/two years

## ADVERTISING RATES

Design and layout included with the advertising rates. Cost for color is \$50 for 4-color under 1/4 page; \$100 for 4-color 1/4 page or larger; and 10% for spot color. Contract rates are cumulative over one year or less for rate reduction. Non-profits rates available on request.

### PRE-PRINTED INSERTS

\$95.00/M; 1,000 minimum per issue; your selection of zip code area or entire 5,700 circulation

### ADVERTISING PRICES

	1X	3X	6X	10X (one year)
2 col. X 2" (business-card size)	95 ea.	90 ea.	85 ea.	75 ea.
2 col. X 3"	145	135	130	115
2 col. X 4"	190	180	170	150
2 col. X 5" (1/8 page)	240	225	215	190
3 col. X 6.5" (1/4 page)	430	410	390	350
3 col. X 8.5" (1/3 page)	560	535	510	460
5 col. X 7.5" (1/2 page)	790	750	715	635
4 col. X 13" (junior page)	1040	990	935	830
5 col. X 15 5/8" (full page)	1445	1365	1290	1170

### PER COLUMN INCH RATE

Column Widths	1X	3X	6X	10X (one year)	
1 col. - 1-7/8" (11.5 picas)	1-17"	24.00 ea.	22.50 ea.	21.50 ea.	19.00 ea.
2 col. - 4" (24 picas)	18-34"	22.00	21.00	20.00	18.00
3 col. - 6" (36.5 picas)	35-51"	21.00	20.00	19.00	17.00
4 col. - 8-1/8" (49 picas)	52-75"	20.00	19.00	18.00	16.00
5 col. - 10-1/4" (61.5 picas)	76"+	18.50	17.50	16.50	15.00

## ADVERTISING CONTRACT

Upon signing this contract the advertiser agrees to pay within 10 days of billing for ad space. The advertiser agrees to indemnify the publisher and/or agent from any and all loss arising from the advertisement.

The Publisher reserves the right to reject any advertising for any reason without liability.

The Publisher will not be liable for loss of income or other damages arising from omission or errors.

Company Name \_\_\_\_\_ Contact Person \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

### Ad to run (circle issues):

Jan/Feb    March    April    May    June  
 July/August    Sept.    Oct.    Nov.    Dec.

Ad size \_\_\_\_\_ Number of insertions \_\_\_\_\_

Price \$ \_\_\_\_\_ ea. Total of contract \$ \_\_\_\_\_

First insertion month or issue \_\_\_\_\_

Authorized by \_\_\_\_\_ Date \_\_\_\_\_

Representative \_\_\_\_\_

### PAYMENT

Amount to be billed for each ad \$ \_\_\_\_\_

Bill me     Check enclosed

Mastercard/Visa/

American Express # \_\_\_\_\_

Exp. Date \_\_\_\_\_ Signature \_\_\_\_\_

5% discount for prepayment of full contract (three or more insertions)

Prepayment enclosed

1-1/2% interest per month charged on accounts  
 30 days or more past due.