

# LAKE COUNTRY JOURNAL Magazine™

# 2006

## ADVERTISING RATES AND DATA

Rate Card 7, Effective October 1, 2005

### COVER PRICE

\$3.95 US  
\$5.50 Canada

### SUBSCRIPTION RATE

\$19.95, one year  
\$35.95, two years



### PROFILE

Minnesota's Central Lakes Area's foremost lifestyle publication. Our readers enjoy the unique combination of north woods and the array of upscale amenities this area has to offer.

### CIRCULATION

Subscriptions and newsstand sales. Available at over 200 newsstands. Readership, approaching 40,000. Circulated issues up to 20,000.

### READERS

51 Average Age  
57% Female  
43% Male  
83% Married  
32% Postgraduate Degree  
\$108,288: Average Annual Income

98% say they "read and enjoy nearly all the ads" in *LCJM*.  
94% patronize an establishment advertised.  
87% have dined at a specific restaurant advertised.

### FEATURING



### PUBLISHED BIMONTHLY

ISSUE	SPACE RESERVATION	AD MATERIALS DUE DATE	ON-SALE
Jan/Feb 2006	Oct. 7, 2005	Oct. 21, 2005	Dec. 31, 2005
Mar/Apr 2006	Dec. 2, 2005	Dec. 16, 2005	Feb. 25, 2006
May/June 2006	Feb. 3, 2006	Feb. 17, 2006	Apr. 29, 2006
July/Aug 2006	April 7, 2006	April 21, 2006	June 24, 2006
Sept/Oct 2006	June 9, 2006	June 23, 2006	Aug. 26, 2006
Nov/Dec 2006	Aug. 4, 2006	Aug. 18, 2006	Oct. 28, 2006

FOUR COLOR RATES	Frequency	1-2 X	3-4X	5-6X	March/April May/June July/Aug
	<b>Full Page</b>	\$2870	\$2625	\$2445	\$3210
<b>2/3 Page</b>	2015	1875	1710	2255	
<b>1/2 Page</b>	1625	1505	1370	1825	
<b>1/3 Page</b>	1205	1085	985	1295	
<b>1/6 Page</b>	875	790	715	963	

BLACK & WHITE RATES	Frequency	1-2 X	3-4X	5-6X	March/April May/June July/Aug
	<b>Full Page</b>	\$2525	\$2320	\$2145	\$2845
<b>2/3 Page</b>	1680	1555	1415	1880	
<b>1/2 Page</b>	1290	1185	1080	1440	
<b>1/3 Page</b>	845	775	690	930	
<b>1/6 Page</b>	505	465	435	565	
<b>1/12 Page</b>	370	350	320	420	

COVERS	Frequency	1-2 X	3-4X	5-6X	March/April May/June July/Aug
	<b>IFC</b>	\$4155	\$3820	\$3530	\$4525
<b>IBC</b>	3790	3505	3215	4120	
<b>OBC</b>	4490	4125	3875	4890	

Inserts available

Preferred Position: Add 10%

Bleed: Add 10%

Bulletin Board Rates: \$260 double space, \$110 single space

**MECHANICAL REQUIREMENTS**

Printing: Web Offset  
 Binding: Perfect Bound  
 Trim: 8 1/4" x 10 3/4"

**DIGITAL FILE FORMATS ACCEPTED:**

QuarkXPress, Adobe Photoshop, and Adobe Illustrator. Mac format only.

**IMAGES/SCANS:**

TIFF or EPS format. Grayscale and CMYK images must be 300dpi. Bitmap images must be 800dpi.

**FONTS:**

Postscript Type 1 or Postscript Type 3 only. Do not apply style attributes to basic fonts. Include all fonts (print and screen).

**COLORS:**

LCJM does not print in PMS colors (even if using a "spot" color it still needs to be converted to CMYK mode). Printed in CMYK process colors only, not RGB. Please make sure that process separation is checked for all colors.

**DISKS:**

100mb ZIP, 1Gb JAZ, CD-R, DVD-R.

**DOCUMENT SIZES:**

Build documents to the exact size of the ad and extend bleed (if necessary) 1/8" beyond page edge. (See ad sizes.)

**COLLECTION PROCEDURES:**

Use Quark "Collect for Output" or "Flightcheck" documents to save files with all images and fonts on disks.

**PROOFS:**

Include laser-copy proofs at 100% and a matchprint or color appropriate proof. LCJM will not be responsible for errors in ads provided without proofs. Include a name, address, and phone number with all materials.

**E-MAILING AD MATERIALS:**

E-mailed ads accepted only in formats listed above. PDFs accepted only upon approval by publisher.

**AD PRODUCTION BY EVERGREEN PRESS ART DEPT:**

The advertising rates published here are for space only. Ads designed and produced for LAKE COUNTRY JOURNAL MAGAZINE© are provided to the advertiser at no cost\*. However, these ads remain the copyright of Evergreen Press until purchased by the advertiser at the rates listed below at which time the advertiser may use the ad in other publications. Upon purchase, the ad will be burned onto two CDs and made available to the advertiser. The ad may also be sent elsewhere for an additional charge of \$50. Custom work and ad resizing are also available at standard Evergreen Press production rates (call for estimate).

\*Photography and special artwork will be charged separately.

1/12 page ads	\$70
1/6 page ads	\$200
1/3 page ads	\$350
1/2 page ads	\$500
2/3 page ads	\$750
Full page ads	\$950

Photography:	
Stock	\$50 to \$300 depending on difficulty to acquire
Studio	Typically \$50 to \$75 per photo
Location	Typically \$100 to \$150 per photo and mileage

Rush Charges: \$50 additional (Projects requiring immediate assistance or ads in after material deadline will be considered rush.)

**QUESTIONS?**

Please direct questions regarding your advertising to:

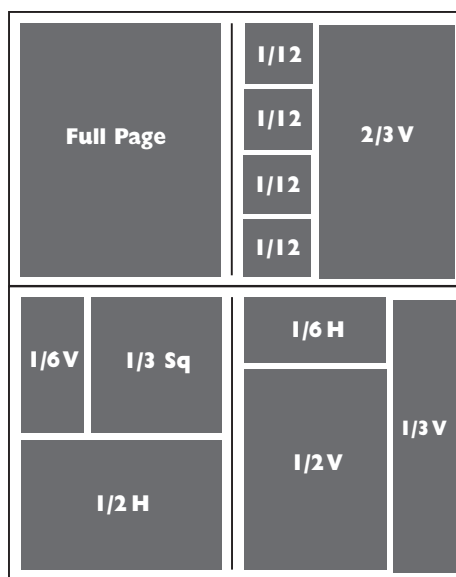
**Jeff Birks**  
 Advertising/Marketing Director  
 218-828-6424, ext. 15  
 jeff@lakecountryjournal.com  
 Cell: 218-820-5544

**Mary Savage**  
 Advertising/Marketing Services  
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 mary@evergreenpress.net  
 Fax: 218-825-7816

**Chip Borkenhagen**

Publisher  
 218-828-6424, ext. 11  
 chip@evergreenpress.net  
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LAKE COUNTRY JOURNAL™ MAGAZINE 201 W. Laurel St. Brainerd, MN 56401



**AD SIZES**

	Width	Height
Full page, with bleed	8.5"	11.0"
Full page	7.125"	9.5"
2/3 page, vertical	4.69"	9.5"
1/2 page, vertical	4.69"	7.058"
1/2 page, horizontal	7.125"	4.625"
1/3 page, vertical	2.25"	9.5"
1/3 page, square	4.69"	4.625"
1/6 page, vertical	2.25"	4.625"
1/6 page, horizontal	4.69"	2.25"
1/12 page, square	2.25"	2.25"

**AGENCY COMMISSIONS:**

15% on gross to recognized agencies providing acceptable publish-ready electronic file and invoice is paid within 30 days. No commission on production charges or billings referred for collection.

**FINANCE CHARGES:**

Assessed against any unpaid balance over 30 days. Finance charge computed by a periodic rate of 1.5% per month (18% annually) on net amount due (minimum of \$.50 for balances less than \$50).

**COLLECTION:**

In the event the advertiser and/or agency defaults in payment of bills, the same shall be liable for all fees charged by a collection agency, attorney, and court costs incurred by the publisher in the collection of said bills.

**ACCEPTANCE:**

All orders are subject to publisher's acceptance. Publisher reserves the right to reject or cancel for any reason any advertising which, in the opinion of the publisher, does not conform to the standards of the publication.

**RATES:**

Advertising rates are subject to change, but are guaranteed for the duration of the original contract. Advertising must be inserted within one year of first insertion to earn frequency discount rates. An advertiser who does not complete a committed schedule will be subject to a short rate—billed at the difference between the contract rate and the actual earned frequency rate.

**CANCELLATIONS:**

Neither the advertiser nor its agent may cancel after the deadline date. Covers are non-cancelable. No change of insertion orders will be accepted after the deadline date. If materials are not received by the deadline, the publisher reserves the right to repeat the most recent advertisement or publish nothing, billing for the contracted advertisement space.

**LIABILITY:**

Agency and/or advertiser, are jointly liable for all charges. Accounts unpaid and past due more than 90 days will be turned over for legal action. Agency and advertiser are jointly responsible for all costs of collection actions. All terms and conditions set forth in this rate card shall form a part of the contract and shall have a binding effect equal to those set forth in the contract. All advertisements are accepted and published by the publisher upon the representation that the agency and/or advertiser are authorized to publish the entire contents and subject matter thereof and that they are responsible to and for all copyright laws. The publisher shall not be liable for any loss or damages, including consequential damages, as a result of claims or suits based on advertising content, or if, for any reason, the publisher fails to publish an advertisement.

**TERMS:**

Invoices are rendered on the first day of publication and are due within 30 days of the invoice. New advertisers must prepay the first ad by ad close date. An application must be approved for credit.