

## AVAILABLE AD SIZES



### MECHANICAL REQUIREMENTS

Printing: Sheetfed | Binding: Perfect Bound

AD SIZES WIDTH HEIGHT

■ Full page/with bleed\* 8.5" 11.0"

\*Trim size 8.25" x 10.75" / include 1/8" bleed on all sides.

Keep all important information and art .375" from all edges of ad.

■ 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"

### ACCEPTED FILE FORMATS:

Press-ready PDF, Adobe® Photoshop, and Adobe® Illustrator files with all fonts and images embedded.

### IMAGES/SCANS:

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

### COLORS:

**CMYK process colors only.** RGB and PMS colors are not accepted ("spot" colors must be converted to CMYK mode). Please ensure that process separation is checked for all colors.

### DELIVERY MEDIA:

Press-ready supplied ads may be emailed or by file transfer through Internet services such as Drop Box or Google Drive. Files may be mailed to LCJ on a usb flash drive (usb flash drive will not be returned).

### PROOFS:

An electronic proof will be emailed for final approval on all ads.

LCJ will not be responsible for errors in press-ready ads provided. Include name, address, and phone number with all materials.

### LCJ DESIGNED ADS:

Ads designed by LCJ remain the property of LCJ. Ads may be purchased for use in other publications for a \$175 ad transfer fee. Please contact Janelle Breen to request files:  
email: [janelle@lakecountryjournal.com](mailto:janelle@lakecountryjournal.com)  
phone: 218.824.1828

## 2019 DEADLINE DATES

EDITION	SPACE RESERVATION	AD DEADLINE	RELEASE DATE
<b>Feb/Mar 19</b> <i>Winter</i>	11/28/18	12/5/18	1/26/19
<b>Apr/May 19</b> <i>Spring</i>	1/30/19	2/6/19	3/30/19
<b>Jun/Jul 19</b> <i>Summer</i>	3/27/19	4/3/19	5/25/19
<b>Aug/Sep 19</b> <i>Summer</i>	5/29/19	6/5/19	7/27/19
<b>Oct/Nov 19</b> <i>Fall</i>	7/31/19	8/7/19	9/28/19
<b>Dec/Jan 19–20</b> <i>Holiday</i>	9/25/19	10/2/19	11/23/19

Dates are subject to change without notice.

## SUBSCRIPTION RATES

### ONE-YEAR

Print-Only Subscription

**\$24.95**

**BULK SUBSCRIPTION RATES AVAILABLE FOR ADVERTISERS**

COVER PRICE

**\$4.95**

READERSHIP

**40,000+**

## PRICING

For print ad rates and information, contact:

### PENNY NELSEN

*Advertising Sales Manager*

(218) 824-1844

[penny@lakecountryjournal.com](mailto:penny@lakecountryjournal.com)

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**Journal**

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