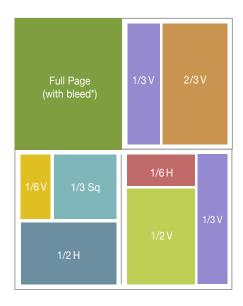
AVAILABLE AD SIZES



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 phone: 218.824.1828

2021 DEADLINE DATES

EDITION	AD DEADLINE	RELEASE DATE
Feb/Mar 21 Winter	12/9/20	1/25/21
Apr/May 21 Spring	2/3/21	3/22/21
Jun/Jul 21 Summer	4/7/21	5/24/21
Aug/Sep 21 Summer	6/9/21	7/26/21
Oct/Nov 21 Fall	8/4/21	9/20/21
Dec/Jan 21–22 Holiday	10/6/21	11/22/21

Dates are subject to change without notice.

SUBSCRIPTION RATES

ONE-YEAR
Print-Only Subscription **\$24.95**

BULK SUBSCRIPTION RATES AVAILABLE FOR ADVERTISERS

COVER PRICE READERSHIP \$4.95 40,000+

PRICING

For print ad rates and information, contact:

PENNY NELSEN

Advertising Sales Manager

(218) 824-1844 penny@lakecountryjournal.com



LakeCountryJournal.com

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