

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 <i>Winter</i>	12/9/20	1/25/21
Apr/May 21 <i>Spring</i>	2/3/21	3/22/21
Jun/Jul 21 <i>Summer</i>	4/7/21	5/24/21
Aug/Sep 21 <i>Summer</i>	6/9/21	7/26/21
Oct/Nov 21 <i>Fall</i>	8/4/21	9/20/21
Dec/Jan 21–22 <i>Holiday</i>	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

\$4.95

READERSHIP

40,000+

PRICING

For print ad rates and information, contact:

PENNY NELSEN

Advertising Sales Manager

(218) 824-1844

penny@lakecountryjournal.com

LAKE COUNTRY
Journal

LakeCountryJournal.com

1022 Madison Street
Brainerd, MN 56401