

# 2018 Advertising Rates

The Alliance Quarterly Newsletter



**Distribution: 2,500 issues delivered to Alliance members and distributed at various locations in Lakewood Ranch.**

Ad Type	1 Issue	2+ Issues	Specs
Back Cover – Full Page	\$1,200	\$1,000	No bleed – 7.5” w X 10” h; Bleed - 8.75” w X 11.25” h
Inside Front Cover – Full Page	\$800	\$700	No bleed – 7.5” w X 10” h; Bleed - 8.75” w X 11.25” h
Full Page	\$600	\$525	No bleed – 7.5” w X 10” h; Bleed - 8.75” w X 11.25” h
Half Page Horizontal	\$350	\$300	7.5” w X 4.75” h
Half Page Vertical	\$350	\$300	3.625” w X 10” h
Quarter Page	\$250	\$225	3.625” w X 4.75” h
Flyer Insert	\$250	\$250	Advertiser to provide inserts. Deliver 2,500 copies to LWRBA office by Artwork deadline listed below. Inserts must be 8.4375” x 11” finished size to be accepted. Sheets may be printed on one or both sides. (24 or 28 # bond or maximum 100 # text gloss). Folded inserts will be charged for 2 inserts, example 11” x 16.875” folded inserts.

Artwork must be minimum 300 DPI, CMYK, in TIFF, JPEG, or PDF format. Availability is on a first come, first served basis. Payment due by artwork deadline.

LWRBA Annual Sponsors: Alliance Dollars may be applied to newsletter advertising.

Issue	Reservation Deadline	Artwork Due by
January 2018	December 6	December 8
April 2018	March 2	March 9
July 2018	June 1	June 8
October 2018	August 31	September 7
January 2019	November 30	December 7

Business Name: \_\_\_\_\_ Contact Name: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Ad Type: \_\_\_\_\_ Issue(s): \_\_\_\_\_ Total Due: \_\_\_\_\_

Credit Card     Check     Invoice

Card #: \_\_\_\_\_ Name on Card: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ Sec. Code: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Return form to:**  
**Mail:** Lakewood Ranch Business Alliance, 8430 Enterprise Circle, Suite 140, Lakewood Ranch, FL 34202  
**Email:** DanSidler@lwrba.org  
**Fax:** 941-362-2600

Questions? Contact Dan Sidler at [DanSidler@lwrba.org](mailto:DanSidler@lwrba.org) or 941-757-1664 x102.