

Lakeshore Living

IDEAS AND INSPIRATION FOR YOUR LAKE COUNTRY HOME



PEEK INSIDE BEAUTIFUL LAKEFRONT HOMES. Take a photographic tour of carefully cultivated gardens. Page through for the latest home décor and lake-themed accessories. Find all of this in a semi-annual home and garden lookbook from the publishers of *At The Lake* magazine in Lake Geneva.

Lakeshore Living: Ideas and Inspiration for your Lake Country Home is published twice per year and mailed to lakefront properties on lakes Beaver, Lac La Belle, Muskego, Nagawicka, Upper & Lower Neshotah, Upper & Lower Nemadji, North, Oconomowoc, Okauchee, Pewaukee and Pine. A select number of copies are also available at each advertiser showroom. The wide-format publication is printed on heavy paper stock for a keepsake, coffee-table quality and for browsing throughout the year.

Editorial and advertising centers around home building, décor and gardening categories. Imagine high-quality, compelling features exclusively focused on the home.



CONTACT

Dena Frisch
400 Broad St., Unit D, Lake Geneva
608-220-2120 📧 dena@ntmediagroup.com



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2018 PRODUCTION/DESIGN GUIDELINES, MECHANICAL REQUIREMENTS & RATES

Please carefully review the media requirements below as they are critical to the quality of your ad. It is the advertiser's responsibility to prepare ad materials to the specified requirements by deadline. **Nei-Turner Media Group reserves the right to run last ad or charge advertiser for unused space if ad materials are not received by ad deadline provided.**

ELECTRONIC ADS

ADVERTISERS ARE ENCOURAGED TO SUBMIT PRESS QUALITY PDFS CREATED IN **CMYK** AND CONTAINING HIGH RESOLUTION (**300 DPI**) IMAGES. ADS CONTAINING SPOT COLORS OR RGB IMAGES WILL NOT BE ACCEPTED. ALL FONTS MUST BE EMBEDDED. IF YOUR AD DOES NOT MEET OUR SPECIFICATIONS, YOU WILL BE ASKED TO CORRECT AND RESUBMIT, OR OUR DESIGN DEPARTMENT CAN RECREATE YOUR AD FOR YOU AT \$75 PER HOUR.

ACCEPTED MEDIA

CD ■ DVD ■ E-MAIL (ads@ntmediagroup.com)

PHOTOGRAPHY

RESOLUTION MUST BE AT LEAST **300 DPI** AND **CMYK (NO RGB/SPOT COLORS)**. SAVE ALL IMAGES EMBEDDED AS EPS OR TIFF. IMAGES DOWNLOADED FROM THE INTERNET ARE NOT ACCEPTABLE. SCANS ARE ACCEPTABLE AT A HIGH RESOLUTION AND COLOR SCANS MAY BE ALSO PROVIDED BY US FOR AN ADDITIONAL CHARGE.

LOGOS

SUBMIT ORIGINAL LOGO IN DIGITAL FORMAT OR AD SLICKS TO BE SCANNED. ANYTHING SUBMITTED AT A LESSER QUALITY WILL NEED TO BE RE-CREATED; BUSINESS CARDS ARE NOT ACCEPTABLE. RESOLUTION MUST BE 300 DPI+ AND CMYK (NO RGB/PANTONE). ALL FONTS MUST BE OUTLINED.

DESIGN SERVICES

IF YOU DO NOT HAVE AN EXISTING AD THAT MEETS OUR SPECS, OUR DESIGN DEPARTMENT CAN CREATE ORIGINAL ARTWORK FOR YOU. AD RATES DO NOT INCLUDE DESIGN TIME.

DESIGN & LAYOUT SERVICES	\$75 PER HOUR
COLOR SCANS	\$60 – \$100 PER SCAN
BLACK & WHITE SCANS	\$35 PER SCAN
AD RELEASE — PRESS QUALITY PDF	\$30

PLEASE NOTE: ANY DESIGN/REVISION TIME REQUIRED AFTER AD APPROVAL DEADLINE WILL BE INVOICED AT THE STANDARD HOURLY RATE, REGARDLESS OF PRIOR COMPLIMENTARY TIME

AD RATES & SIZES

RATES DO NOT INCLUDE PRODUCTION CHARGES. RATES REFLECT NET INVOICE AMOUNT, PER ISSUE.

FULL COLOR 2x RATE

BACK COVER	\$2520
INSIDE FRONT OR BACK COVER.....	\$2160
2-PAGE SPREAD	\$2405
PREMIUM FULL PAGE (FIRST 15% OF AD PAGES)	\$1895
FULL PAGE.....	\$1605
2/3 PAGE.....	\$1355
1/2 PAGE.....	\$1195
1/3 PAGE.....	\$995
1/6 PAGE.....	\$695

AD DIMENSIONS

<p>TWO PAGE BLEED 18.25 X 11.125</p> <p>TRIM SIZE 18 X 10.875</p> <p>TWO PAGE LIVE AREA 17.125 X 10.125</p>		<p>FULL PAGE BLEED 9.25 X 11.125</p> <p>TRIM SIZE 9 X 10.875</p> <p>FULL PAGE LIVE AREA 8.125 X 10.125</p>		<p>2/3 PAGE VERTICAL 5.354 X 10.125</p>	<p>1/3 PAGE VERTICAL 2.583 X 10.125</p>	<p>1/2 PAGE HORIZONTAL 8.125 X 4.969</p>	<p>1/3 PAGE 5.354 X 4.969</p>	<p>1/6 VERTICAL 2.583 X 4.969</p>	<p>1/2 PAGE VERTICAL 5.354 X 7.546</p>	<p>1/6 VERTICAL 2.583 X 4.969</p>	<p>1/6 HORIZONTAL 5.354 X 2.35</p>	<p>1/6 VERTICAL 2.583 X 4.969</p>
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