Lakeshore Living IDEAS AND INSPIRATION FOR YOUR LAKE GENEVA HOME



PEEK INSIDE BEAUTIFUL LAKEFRONT

HOMES. Take a photographic tour of carefully cultivated gardens. Page through for the latest home décor and lakethemed accessories. Find all of this in the annual home and garden lookbook from the publishers of *At The Lake* magazine.

Lakeshore Living: Ideas and Inspiration for your Lake Geneva home is published annually and mailed to lakefront homeowners in the Geneva Lakes area and surrounding communities. 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 the same high-quality, compelling features of *At The Lake* magazine, exclusively focused on the home.



On the north shore of Geneva Lake stands a shingle style home that is so strikingly blue that on a sursplashed day, with the lake's water shimmering before in one has the feeling that these blissful surroundings us

The couple, who owns this guard yet inviting home, madily admits they ded blessed. Married for 43 years, they discovered the beauty of Lake Genea when their normace was just beginning in the early 1970s. As their lose 16 sized, so old their lose for Lels Geneau and the people who law here. Throughout their mentage they've owned other homes on the lake, but will say and this property one year ago, shoy leave it was prefet for their finite.' It was more to be "lose" to be a property one year ago, shoy leave it was prefet for their finite.' It was merca to be "lose".

A FAMILY RETREAT



At The Lake

CONTACT

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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

QUALITY ENCOURAGED SUBMIT ADVERTISERS ARE TO PRESS 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 (julie@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 PRO-VIDED 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.

> TRIM SIZE 9 X 10 875

FULL PAGE LIVE AREA

AD DIMENSIONS

FULL PAGE BLEED 125 9.25 X 11.125 VERTICAL 2.583 x 10.1 1/3 PAGE 8.125 X 10.125

1/2 PAGE HORIZONTAL 8.125 X 4.969 1/6 VERTICAL 2.583 X 4.969 1/3 PAGE 5.354 X 4.969

1/6 VERTICAL 2.583 X 4.969 12 PAGE VERTICAL 5.354 X 7.546 1/6 VERTICAL 2.583 X 4.969 1/6 HORIZONTAL 5.354 X 2.35

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.

\$75 PER HOUR DESIGN & LAYOUT SERVICES \$60 - \$100 PER SCAN COLOR SCANS

\$35 PER SCAN BLACK & WHITE SCANS

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

BACK COVER	\$2,800
INSIDE FRONT OR BACK COVER	\$2,400
2 PAGE SPREAD	\$2,765
PREMIUM FULL PAGE (FIRST 15% OF AD PAGES)	\$2,205
FULL PAGE	\$1,785
2/3 PAGE	\$1,505
1/2 PAGE	\$1,325
1/3 PAGE	\$1,105
1/6 PAGE	\$ 775