Catawba Riverkeeper Sam Perkins will speak at Covekeepers meeting Sept. 28. Details: www.ci.davidson.nc.us

Lt. James Quattlebaum and Lt. Tony Sharpe, Cornelius officers, are now rất effective officers, who have impacted the community for the Jack Burney Community Service Award. Nominations due at the next Iredell town board meeting.

Approximately 75% of our readers purchase products or services from our advertisers!

Influenical Women Fest brings the world home. New event has international flair. First festival of its kind is Sept. 21.

One Moore Fest, visitors to experience different aspects of culture. I want people to know it's going to be exciting. It's the memories that are made that make it enjoyable.

Marching bands, 1. Marching bands, 2. Splash pads, 3. North-South corridor will break ground in September. Called Quest, the future of Island Lake will break ground in September. Called Quest, the future of Island Lake will break ground in September.

Calling all Influenical Women! Fest brings the world home. New event has international flair. First festival of its kind is Sept. 21. It's the memories that are made that make it enjoyable.

Nanette Grueninger, along with team members and her neighbors, constructed this Carnaval outfit. She said she used real ostrich feathers on the headdress.

New event has international flair. First festival of its kind is Sept. 21. It's the memories that are made that make it enjoyable.

Now that Labor Day is over and school is back for people outside of a game. The preview from each high school will perform their shows at the Lincoln County Marching Band Programs.

Check out the fall lineup and what sets them apart. See the fall lineup and what sets them apart.

TODAY

LAKE NORMAN

EFFECTIVE, EFFICIENT DISTRIBUTION

84% of our readers keep the paper throughout the entire weekend! Approximately 75% of our readers purchase products or services from our advertisers!

Our readers spend their money on:

DINING & ENTERTAINMENT • HOME FURNISHINGS • HOME IMPROVEMENTS
ELECTRONICS • AUTOMOBILE ACCESSORIES • LAWN & GARDEN
VACATIONS & TRAVEL • APPAREL • TAX SERVICES • EXERCISE • LAWN CARE
ATHLETICS • MEDICAL AND MORE!

Print & Digital Marketing Opportunities at Great Rates!

Your one stop source for all of your marketing needs.

Google is the most sophisticated advertising platform in existence and they chose us for one of their 40 premier partners nationwide.

15905 Brookway Drive • Suite 4205 • Huntersville, N.C. 28078 • Phone: 704.766.2100 • Fax: 704.992.0801
Weekly Newspaper Rates

**Herald Citizen**  
Circulation: 25,000  
Readership: 47,294

<table>
<thead>
<tr>
<th>Size</th>
<th>Open</th>
<th>6WK</th>
<th>13WK</th>
<th>26WK</th>
<th>52WK</th>
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<td>$387</td>
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<td>$208</td>
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**Enver Citizen**  
Circulation 9,300  
Readership: 18,763

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<td>$347</td>
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<td>$237</td>
<td>$190</td>
<td>$181</td>
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<td>$124</td>
<td>$100</td>
<td>$96</td>
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**Mooresville Citizen**  
Circulation 10,200  
Readership: 19,285

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<td>$475</td>
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<tr>
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<td>$364</td>
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<tr>
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<td>$237</td>
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<td>1/8</td>
<td>$124</td>
<td>$105</td>
<td>$101</td>
<td>$90</td>
<td>$85</td>
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Lake Norman Cluster  
Circulation 44,000  
Readership: 84,238

<table>
<thead>
<tr>
<th>Size</th>
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<th>26 WK</th>
<th>52 WK</th>
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<tr>
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<td>$1,850</td>
<td>$1,695</td>
<td>$1,620</td>
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<td>$1,280</td>
<td>$1,200</td>
<td>$1,050</td>
<td>$950</td>
<td>$925</td>
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<tr>
<td>1/4</td>
<td>$644</td>
<td>$606</td>
<td>$530</td>
<td>$510</td>
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</tr>
<tr>
<td>1/8</td>
<td>$360</td>
<td>$341</td>
<td>$303</td>
<td>$305</td>
<td>$295</td>
</tr>
</tbody>
</table>

Your print ad purchase now includes online presence during the time your ad is running in our print edition. A free added value that helps to boost your SEO and gain more eyes on your business.

OFFERING MORE COVERAGE THAN ANYONE IN LAKE NORMAN.

Monthly Newspaper

**Mountain Island Monitor**  
Circulation 10,000  
Readership: 19,240

<table>
<thead>
<tr>
<th>Size</th>
<th>Open</th>
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<th>12x</th>
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<tbody>
<tr>
<td>Full</td>
<td>$1,090</td>
<td>$820</td>
<td>$700</td>
<td>$520</td>
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<tr>
<td>1/2</td>
<td>$570</td>
<td>$495</td>
<td>$435</td>
<td>$345</td>
</tr>
<tr>
<td>1/4</td>
<td>$278</td>
<td>$255</td>
<td>$240</td>
<td>$203</td>
</tr>
<tr>
<td>1/8</td>
<td>$154</td>
<td>$143</td>
<td>$135</td>
<td>$90</td>
</tr>
</tbody>
</table>
Ad Specifications

**Deadlines/submissions**
- Space reservations and ad-build materials/direction: Wednesday, 5pm, eight (8) calendar days prior to publication date
- Camera-ready ads: Friday, 5pm, five (5) calendar days prior to publication date
Note: When sending via e-mail, please include the name of your company, issue date and name of publication in the subject header.

**Production guidelines**
**Ad builds (to be built by Lake Norman Publications)**
- Logo art, along with any additional desired imagery, must be provided (preferably at 300dpi in one of the digital formats listed below).
- Fonts also should be included to avoid font-matching or replacement. If necessary, font matches can be processed for an additional fee.

**Camera-ready ads (already built to spec)**
- All ads MUST be built as CMYK (200dpi) and provided in one of the digital formats listed below.
- Due to registration issues, color ads that use black need to have the CMYK mix for black built at 100% black (C=0, M=0, Y=0, K=100).
  Note: This only affects the black color and should include text, headers, backgrounds, shadows and logos where possible.
- Same as above, color ads that place text over an image or color background should have the text set to overprint.
  Note: Use sans serif fonts at 14 pt. or larger for better print quality.

**Digital formats**
**Acceptable high-resolution program formats include:**
- Adobe Acrobat PDF (preferred format)
- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Jpeg, Tiff

Note: Unacceptable formats include Publisher, Word, and PowerPoint. Word and PowerPoint documents for ad builds can only be accepted to provide text or an example of your layout. Individual images/logos will need to be sent separately in one of the above formats.

**Proofs/approvals**
- All ads must be approved by the date indicated above. If approvals/corrections are not received by that date, the ad will run as provided on the proof.
- ONLY two proofs will be provided. If final approvals are not received on the second proof, additional changes can be accepted prior to the deadline indicated; however, an additional proof will not be generated for review.

---

For more information, contact your sales rep today!  
704.766.2100 • adsales@lakenormanpublications.com
Lake Norman Publications offers the best demographics in the Carolinas for your inserts. Target your market! Choose from full run of 64,000 or select ZIPS, zones or home delivery only.

**Circulation**

Our circulation is a blend of home-delivery customers and single-copy distribution. Since the majority of the newspapers’ circulation is home-delivered, advertisers can choose to run inserts in the Weeklies’ entire circulation or home delivery only. Please call your rep for a current circulation breakdown.

Let us quote the design and print production of your inserts as well.

### Insert Rates

<table>
<thead>
<tr>
<th>Insert Type</th>
<th>Weight Range</th>
<th>Open</th>
<th>12X</th>
<th>24X</th>
<th>52X</th>
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</thead>
<tbody>
<tr>
<td>Single Sheet</td>
<td>.2oz</td>
<td>$40</td>
<td>10% off</td>
<td>15% off</td>
<td>20% off</td>
</tr>
<tr>
<td>4-page tab</td>
<td>.2-.6oz</td>
<td>$45</td>
<td>10% off</td>
<td>15% off</td>
<td>20% off</td>
</tr>
<tr>
<td>8-page tab</td>
<td>.6-1oz</td>
<td>$50</td>
<td>10% off</td>
<td>15% off</td>
<td>20% off</td>
</tr>
</tbody>
</table>

*Minimum 10,000 (with exception of Denver Citizen - 8,800)*

- Price given in dollars per 1,000 inserts.
- Minimum order is 10,000 inserts.
- The maximum outside dimension is 12” x 10.” Most paper stocks are acceptable. However, if the piece cannot be inserted by machine, we will hand insert or fold the product before machine inserting at an automatic charge of $10 per 1,000 to the customer unless printed on minimum 60# paper. The minimum size outside dimension is 6” x 4” printed on minimum 70# stock.
- All folding, if necessary, shall be completed by advertiser prior to delivery to the printer.
- Inserts not able to be machine inserted or odd-size pieces, including some single sheets, are subject to an additional $10 per 1,000 hand-insertion charge unless printed on minimum 60# paper.

**Deadlines**

Reservations for preprints must be made at least two (2) weeks in advance. The deadline for delivery to our printer is one (1) week prior to insertion date.

**Insert Preparation Requirements**

- All preprints should be delivered to our printer in Charlotte one (1) week in advance of publication day. Hours: Monday through Friday, 7am-6pm.

  **Delivery address:**
  
  Roger Wright
  Charlotte Observer Printing
  9140 Research Drive
  Charlotte, NC 28262

- Do not tie preprinted inserts in bundles, vacuum pack, or fray edges of preprints. Pallets or multiple box deliveries to the printer should be clearly labeled as follows:

  **Name of Publication**
  (Date of scheduled insertion order)
  (Quantity)
  (Your company's name)

Lake Norman Publications
15905 Brookway Drive | Suite 4205 | Huntersville, NC 28078
Phone: 704-766-2100 | Fax: 704-992-0801 | lakenormanpublications.com
Our turnkey, affordable rates includes full design, printing and delivery of a full color 2.375” x 3” sticky note on the publication(s) of your choice.

STICKY NOTES RATES
Lake Norman Cluster

<table>
<thead>
<tr>
<th>Herald Citizen</th>
<th>Mooresville Citizen</th>
<th>Denver Citizen</th>
<th>Mountain Island Monitor</th>
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</thead>
<tbody>
<tr>
<td>Circulation:</td>
<td>Circulation:</td>
<td>Circulation:</td>
<td>Circulation:</td>
</tr>
<tr>
<td>25,000</td>
<td>10,200</td>
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</tr>
<tr>
<td>$ 1,290</td>
<td>$ 690</td>
<td>$ 640</td>
<td>$ 670</td>
</tr>
</tbody>
</table>

For more information, contact your sales rep today!
704.766.2100 • adsales@lakenormanpublications.com