pledge to continue proving it. 

nate to be a part of this community, and 

evolution in how we live and work. 

those challenges while adapting to an 

obstacles. 

been a challenge as we – like so many 

pandemic, fulfi  lling that pledge has often 

County. In the face of the COVID-19 

news source in northern Mecklenburg 

weekly publications: the Mooresville Citi-

of the Lake Norman Media Group's other 

in northern Mecklenburg County. 

at the same time acknowledging the in-

Herald Citizen. In making the change, 

of acquisitions and merging of publi-

paper created in 2009 that, after a series 

see "The Lake Norman Citizen."

likely will notice something new in this 

Volume 19, Number 35 • Aug. 28-Sept. 3, 2020

But, like our neighbors, we lean into 

The new name also complements those 

The name actually harkens back to a 

At the top of the front page, you'll now 

– John Deem is editor 

Lake Norman 

Catawba River Citizen online 

community news for the 

Mountain Island and Mount Holly communities. 

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 

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

#### Lake Norman Citizen
Circulation: 25,000
Readership: 47,294

<table>
<thead>
<tr>
<th>Size</th>
<th>Open 6WK</th>
<th>6WK</th>
<th>13WK</th>
<th>26WK</th>
<th>52WK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full</td>
<td>$1,700</td>
<td>$1,391</td>
<td>$1,312</td>
<td>$1,155</td>
<td>$998</td>
</tr>
<tr>
<td>1/2</td>
<td>$950</td>
<td>$781</td>
<td>$738</td>
<td>$651</td>
<td>$582</td>
</tr>
<tr>
<td>1/4</td>
<td>$475</td>
<td>$387</td>
<td>$365</td>
<td>$320</td>
<td>$301</td>
</tr>
<tr>
<td>1/8</td>
<td>$263</td>
<td>$220</td>
<td>$208</td>
<td>$187</td>
<td>$180</td>
</tr>
</tbody>
</table>

#### Lake Norman Citizen
Circulation 9,300
Readership: 18,763

<table>
<thead>
<tr>
<th>Size</th>
<th>Open 6 WK</th>
<th>6 WK</th>
<th>13 WK</th>
<th>26 WK</th>
<th>52 WK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full</td>
<td>$760</td>
<td>$595</td>
<td>$562</td>
<td>$496</td>
<td>$450</td>
</tr>
<tr>
<td>1/2</td>
<td>$438</td>
<td>$347</td>
<td>$329</td>
<td>$293</td>
<td>$275</td>
</tr>
<tr>
<td>1/4</td>
<td>$237</td>
<td>$190</td>
<td>$181</td>
<td>$162</td>
<td>$150</td>
</tr>
<tr>
<td>1/8</td>
<td>$124</td>
<td>$100</td>
<td>$96</td>
<td>$86</td>
<td>$80</td>
</tr>
</tbody>
</table>

#### Mooresville Citizen
Circulation 10,200
Readership: 19,285

<table>
<thead>
<tr>
<th>Size</th>
<th>Open 6WK</th>
<th>6WK</th>
<th>13WK</th>
<th>26WK</th>
<th>52WK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full</td>
<td>$760</td>
<td>$625</td>
<td>$590</td>
<td>$521</td>
<td>$475</td>
</tr>
<tr>
<td>1/2</td>
<td>$438</td>
<td>$364</td>
<td>$345</td>
<td>$308</td>
<td>$290</td>
</tr>
<tr>
<td>1/4</td>
<td>$237</td>
<td>$200</td>
<td>$190</td>
<td>$170</td>
<td>$160</td>
</tr>
<tr>
<td>1/8</td>
<td>$124</td>
<td>$105</td>
<td>$101</td>
<td>$90</td>
<td>$85</td>
</tr>
</tbody>
</table>

#### Lake Norman Cluster
Circulation 44,000
Readership: 84,238

<table>
<thead>
<tr>
<th>Size</th>
<th>Open 6WK</th>
<th>6WK</th>
<th>13WK</th>
<th>26WK</th>
<th>52 WK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full</td>
<td>$2,250</td>
<td>$2,125</td>
<td>$1,850</td>
<td>$1,695</td>
<td>$1,620</td>
</tr>
<tr>
<td>1/2</td>
<td>$1,280</td>
<td>$1,200</td>
<td>$1,050</td>
<td>$950</td>
<td>$925</td>
</tr>
<tr>
<td>1/4</td>
<td>$644</td>
<td>$606</td>
<td>$530</td>
<td>$510</td>
<td>$495</td>
</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 is included in our online e-editions at no additional costs - giving you the added value of our online e-readers.

### Online News covering the Mountain Island and Mount Holly communities.

#### Catawba River Citizen
Circulation 10,000
Readership: 19,240

<table>
<thead>
<tr>
<th>Size</th>
<th>Placement</th>
<th>Cost Per Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>300 x 300px</td>
<td>Side Ads</td>
<td>$300</td>
</tr>
<tr>
<td>300 x 600px</td>
<td>Side Ads</td>
<td>$500</td>
</tr>
<tr>
<td>728 x 90px</td>
<td>Header Ads</td>
<td>$150</td>
</tr>
<tr>
<td>1024 x 128px</td>
<td>Banner Ads</td>
<td>$375</td>
</tr>
</tbody>
</table>

OFFERING MORE COVERAGE THAN ANYONE IN LAKE NORMAN.
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 (minimum 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).
- 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 Media Group offers the best demographics in the Carolinas for your inserts. Target your market! Choose from full run of 44,000 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.

<table>
<thead>
<tr>
<th>Insert Rates</th>
<th>Open</th>
<th>12X</th>
<th>24X</th>
<th>52X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single Sheet</td>
<td>.2oz</td>
<td>$40</td>
<td>10% off</td>
<td>15% off</td>
</tr>
<tr>
<td>4-page tab</td>
<td>.2-.6oz</td>
<td>$45</td>
<td>10% off</td>
<td>15% off</td>
</tr>
<tr>
<td>8-page tab</td>
<td>.6-1oz</td>
<td>$50</td>
<td>10% off</td>
<td>15% 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 one (1) week in advance of publication day. Dock Hours: 7am-4:30pm Mon-Thur; 7am-noon Fri
  
  **Delivery address:**

  Winston-Salem Production Facility
  2051 East Fifth Street
  Winston-Salem, NC  27101
  ATTN:  Receiving
  336-727-7382

- 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 Media Group
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.

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