



Grow Your Audience

MAKE SURE TO INVEST YOUR ADVERTISING DOLLARS IN THE LOCAL, AWARD-WINNING COMMUNITY NEWSPAPER.

Studies show that advertising within hyper-local community content gives more credibility to your ad.



**Contact us
for a personally
tailored quote.**

Effective, Efficient Distribution

- Weekly in print and daily online
- Your print rate includes the e-edition at no additional charge
- Free ad builds by our award-winning Graphics Department
- 88,000 print readers around Lake Norman
- Over 20,000 page views per week and growing
- Must Read Stories email advertising opportunities
- Industry Exclusive Sponsored Content



Email adsales@lakenormanpublications.com OR
contact your Marketing Professional directly.
You can also call us at 704-766-2100.

Weekly Newspaper Rates

Lake Norman Citizen

Circulation: 25,000
Readership: 47,294

Size	Open	6WK	13WK	26WK	52WK
Full	\$ 1,700	\$ 1,391	\$ 1,312	\$ 1,155	\$ 998
1/2	\$ 950	\$ 781	\$ 738	\$ 651	\$ 582
1/4	\$ 475	\$ 387	\$ 365	\$ 320	\$ 301
1/8	\$ 263	\$ 220	\$ 208	\$ 187	\$ 180

Denver Citizen

Circulation 9,300
Readership: 18,763

Size	Open	6 WK	13 WK	26 WK	52 WK
Full	\$ 760	\$ 595	\$ 562	\$ 496	\$ 450
1/2	\$ 438	\$ 347	\$ 329	\$ 293	\$ 275
1/4	\$ 237	\$ 190	\$ 181	\$ 162	\$ 150
1/8	\$ 124	\$ 100	\$ 96	\$ 86	\$ 80

Mooreville Citizen

Circulation 10,200
Readership: 19,285

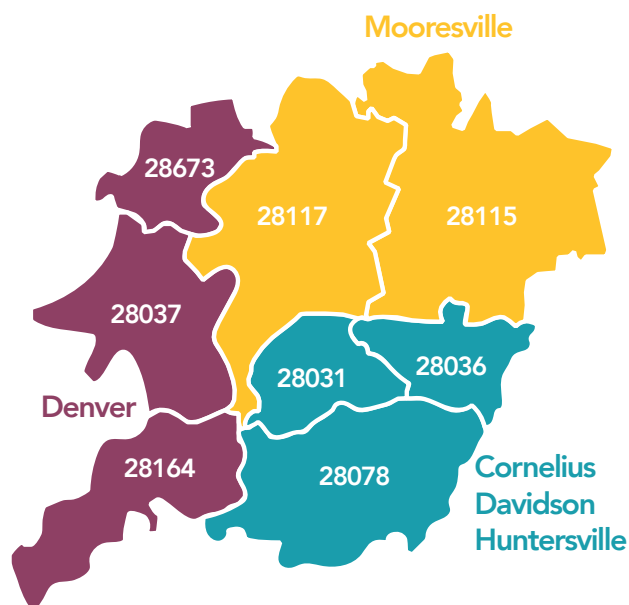
Size	Open	6WK	13WK	26WK	52WK
Full	\$ 760	\$ 625	\$ 590	\$ 521	\$ 475
1/2	\$ 438	\$ 364	\$ 345	\$ 308	\$ 290
1/4	\$ 237	\$ 200	\$ 190	\$ 170	\$ 160
1/8	\$ 124	\$ 105	\$ 101	\$ 90	\$ 85

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

Lake Norman Citizen Mooreville Citizen Denver Citizen

Size	Open	6 WK	13 WK	26 WK	52 WK
Full	\$ 2,250	\$ 2,125	\$ 1,850	\$ 1,695	\$ 1,620
1/2	\$ 1,280	\$ 1,200	\$ 1,050	\$ 950	\$ 925
1/4	\$ 644	\$ 606	\$ 530	\$ 510	\$ 495
1/8	\$ 360	\$ 341	\$ 303	\$ 305	\$ 295

Your print ad is included in our online e-editions at no additional costs - giving you the added value of our online e-readers.



OFFERING MORE COVERAGE
THAN ANYONE IN
LAKE NORMAN.

WEBSITE ADVERTISING - RATES ARE PER MONTH

Sponsored content (category exclusive beginning Mid-March 2022)
3 month minimum agreement

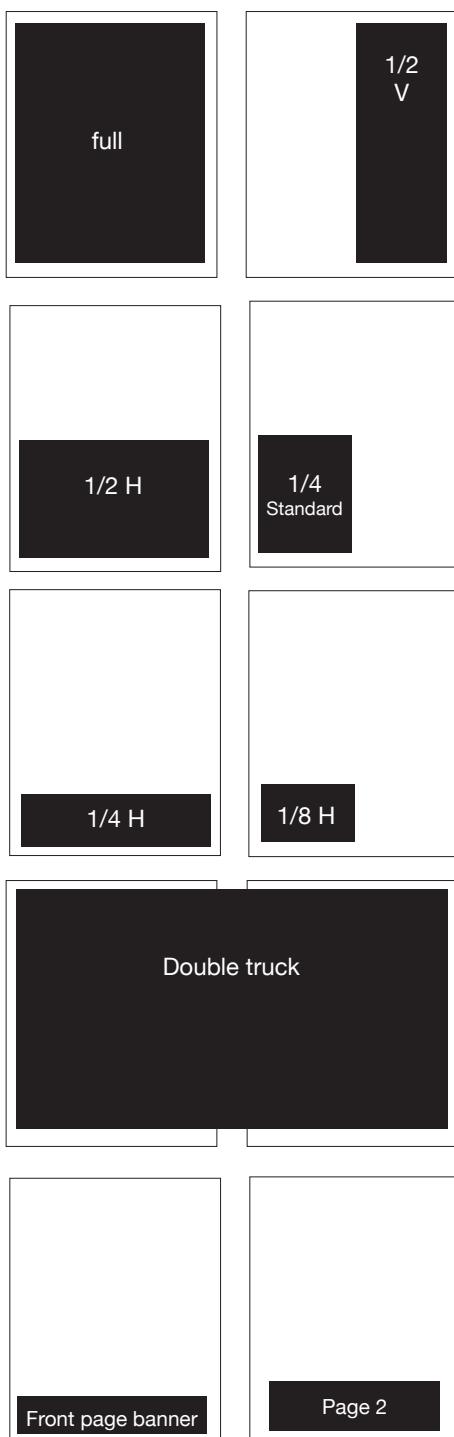
AS LOW AS \$500 PER MONTH

Readers can click through to access your website directly. Growing online engaged audience!

AVERAGING 30,000 PAGE VIEWS PER WEEK

Size	
Banner Ad (1024 x 128)	\$ 450
Side Bar Ad (300 x 300)	\$ 350
Side Bar Ad (300 x 600)	\$ 495
Header Ad (728 x 90)	\$ 250

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). 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.

AD SPECS

Size	Dimensions
Double Truck	20.75" w x 9.833" h
Full Page	10.00" w x 9.833" h
1/2 Page (v)	4.916" w x 9.833" h
1/2 Page (h)	10.00" w x 4.837" h
1/4 standard	4.916" w x 4.837" h
1/4 Page (h)	10.00" w x 2.337" h
1/8 Page (h)	4.916" w x 2.337" h
Front Banner	10.00" w x 1.612" h
Page 2	7.43" w x 1.935" h

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.

Insert Rates

		Open	12X	24X	52X
Single Sheet	.2oz	\$40	10%off	15%off	20%off
4-page tab	.2-.6oz	\$45	10%off	15%off	20%off
8-page tab	.6-1oz	\$50	10%off	15%off	20%off

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

Don't Miss Out Annual Glossy Publications

These publications are inserted into our print product(s) and provide a unique way to promote yourself or your business!



MARCH

LIVING IN DENVER, NC
RESOURCE GUIDE

10,000 copies delivered to households in Denver by March 18th, 2022 through the Denver Citizen newspaper and retail racks.

Production date February 24th

Full	1/2	1/4	1/8
\$500	\$275	\$175	\$100

Prime placement (back cover, page 3) add 15%
Payment due by check or credit card by February 25th

CALL US TODAY!
Kelly Wright | 704-766-2100
kwright@lakenormanpublications.com

MAY

LIVING IN HUNTERSVILLE, NC
GLOSSY RESOURCE GUIDE

13,000 copies delivered to households in Huntersville by December 9, 2022. Digital version remains up all year!

All ads approved and ready for press by November 15th

Full	1/2	1/4	1/8
\$998	\$500	\$395	\$200

Prime placement (back cover, page 3) add 15%
Payment due by check or credit card by November 15th

CALL US TODAY!
Kelly Wright | 704-766-2100
kwright@lakenormanpublications.com

JULY

LIVING IN MOORESVILLE, NC
RESOURCE GUIDE

10,200 copies delivered to households in Mooresville by October 12, 2022

Extra copies will be delivered to local businesses.

Production date July 15th

Full	1/2	1/4	1/8
\$600	\$400	\$275	\$180

Prime placement (back cover, page 3) add 15%
Payment due by check or credit card by July 15th

CALL US TODAY!
Kelly Wright | 704-766-2100
kwright@lakenormanpublications.com

OCTOBER

Presenting our 2022

LKN Women in Business

Featuring Lake Norman's MOST successful women

Space Deadline Sept. 15th

Will be inserted in all 3 publications October 21st in Celebration of Women in Business month.

2022 Women in Business

Full	1/2	1/4	1/8
\$1,300	\$725	\$375	\$200

Prime placement (back cover, page 3) add 15%
Payment due by check or credit card by September 15th

CALL US TODAY!
Kelly Wright | 704-766-2100
kwright@lakenormanpublications.com

NOVEMBER

2022 HOLIDAYS

Shop Dine Play
in Lake Norman

Glossy 8.5"x10.75" • Reach over 80,000 Potential Customers
80% Home Delivered and 20% Retail Rack Delivered

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kwright@lakenormanpublications.com

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FRONT PAGE STICKY NOTE ADVERTISING!

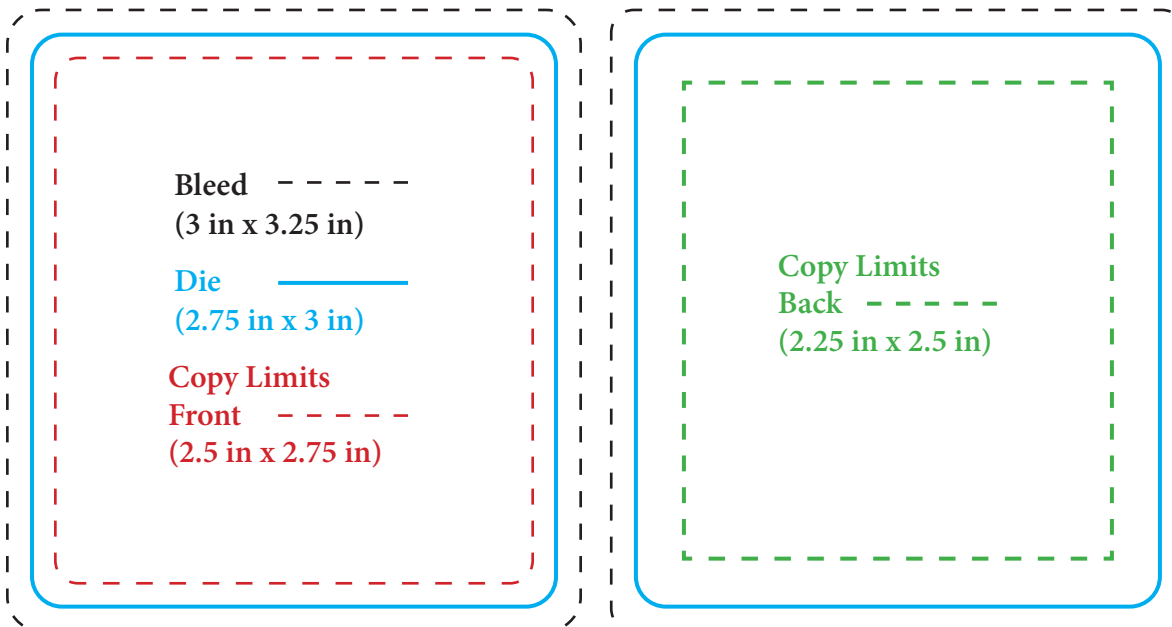


FRONT



BACK

Our turnkey, affordable rates includes full design, printing and delivery of a full color 2.75" x 3" sticky note on the publication(s) of your choice.



- Full color (front)
- No extra charge for backside printing (b&w only)

STICKY NOTES RATES

Lake Norman Cluster

	Lake Norman Citizen	Mooresville Citizen	Denver Citizen	
	Circulation: 25,000	Circulation: 10,200	Circulation: 9,300	
Black/White or 1 color	\$ 1,310	\$ 710	\$ 660	Add \$25 per additional color

For more information, contact your sales rep today!
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