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

<table>
<thead>
<tr>
<th>Size</th>
<th>Open</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 Cluster
- **Circulation:** 44,000
- **Readership:** 84,238

<table>
<thead>
<tr>
<th>Size</th>
<th>Open</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>$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>

#### Mooresville Citizen
- **Circulation:** 9,300
- **Readership:** 18,763

<table>
<thead>
<tr>
<th>Size</th>
<th>Open</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>

#### Cornelius
- **Circulation:** 25,000
- **Readership:** 47,294

### 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**

<table>
<thead>
<tr>
<th>Size</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner Ad (1024 x 128)</td>
<td>$450</td>
</tr>
<tr>
<td>Side Bar Ad (300 x 300)</td>
<td>$350</td>
</tr>
<tr>
<td>Side Bar Ad (300 x 600)</td>
<td>$495</td>
</tr>
<tr>
<td>Header Ad (728 x 90)</td>
<td>$250</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 (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.

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

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

* Present this coupon for: $5 OFF from our regular priced menu
  *Dine-in only, $30 minimum. No cash value. Other restrictions apply. Expires October 31, 2021

Pomodoro's
168a Norman Station Blvd.
Mooresville, NC
704.663.6686

www.Pomodoro's.com

168a Norman Station Blvd.
Mooresville, NC
704.663.6686

$5 OFF

**PRESENT THIS COUPON FOR:**

$5 OFF

**DETAILS ARE ON BACK**

FRONT PAGE
STICKY NOTE ADVERTISING!

**FRONT**

- Bleed ________
  (3 in x 3.25 in)

- Die ________
  (2.75 in x 3 in)

- Copy Limits
  Front ________
  (2.5 in x 2.75 in)

**BACK**

- Copy Limits
  Back ________
  (2.25 in x 2.5 in)

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

**STICKY NOTES RATES**
Lake Norman Cluster

<table>
<thead>
<tr>
<th>Magazine</th>
<th>Circulation</th>
<th>Black/White or 1 color</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lake Norman Citizen</td>
<td>25,000</td>
<td>$1,310</td>
</tr>
<tr>
<td>Mooresville Citizen</td>
<td>10,200</td>
<td>$710</td>
</tr>
<tr>
<td>Denver Citizen</td>
<td>9,300</td>
<td>$660</td>
</tr>
</tbody>
</table>

Add $25 per additional color

For more information, contact your sales rep today!

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