



THE CHAUTAUQUA ON LAKE ERIE

Nurturing Mind, Body & Spirit.

TERMS/POLICIES

**Artwork Specifications**

- ◆ Electronic ad submission of files will be accepted in PDF, JPG, TIF and Adobe InDesign. (PDF files may be submitted, but the *Lakesider* Editor cannot make alterations if needed.)
- ◆ Files are to be supplied as an attachment to lakesider@lakesideohio.com or on a CD. (The *Lakesider* Editor will not accept a paper copy.)
- ◆ Files will NOT be accepted in Adobe PageMaker, Microsoft Word, Publisher, PowerPoint or any other Windows document. However, producing the ad in these programs and saving them as a PDF is acceptable, but the editor cannot make alterations if needed.
- ◆ All ads are in black and white.
- ◆ Rates do not include artwork design assistance. (See the Contact section on the reverse side for more information.)
- ◆ Artwork should be the size needed for the ad or larger, when small files need to be enlarged, they degrade in quality.

**Ad Placement**

- ◆ Limited space is available; therefore, ads are placed on a first-come, first-served basis.

**Other Restrictions**

- ◆ In an effort to conserve paper, we will not allow inserts for businesses and organizations.

**Shipping Instructions/Contact Info/Questions**

Send a signed contract, artwork and payment to:

The Lakeside Association  
 Attn: *Lakesider* Editor  
 236 Walnut Avenue,  
 Lakeside, OH 43440  
 419.798.4461, ext. 287  
 lakesider@lakesideohio.com

DEADLINES

**Artwork/Payment In-Full Deadline**

(included in 2 conference bonus issues).....5/9/11

**Artwork/Payment In-Full Deadline**

(included in ONLY the 11-week season).....6/1/11

Payment options include cash, check or credit card (Discover, Master Card or Visa). Call 419.798.4461, ext. 287 for credit card details.

**Please make checks payable to the Lakeside Association.**

**Weekly Ad Deadline**

**-Thursday of the week prior to publication at noon**

**Copy Changes to Ad Deadline**

**-Thursday of the week prior to publication at noon**

*Note: A copy of the most recent ad will run if new copy is not received by copy deadline. The Lakesider Editor is not responsible for getting ad approval from advertiser unless the ad has been materially changed.*

For questions, email lakesider@lakesideohio.com or call 419.798.4461, ext. 287.

CONTRACT

The undersigned agrees to place advertising with the *Lakesider* at the rate designated on the prior page. The undersigned further agrees to abide by the terms/policies of the contract stated above.

**Business Owner Signature** \_\_\_\_\_ **Date** \_\_\_\_\_

**Lakesider Editor Signature** \_\_\_\_\_ **Date** \_\_\_\_\_