

# 2019 Lakesider Newspaper Advertising Contract



## Business Contact Information

Advertiser/Business Name \_\_\_\_\_

Contact Name \_\_\_\_\_ Phone \_\_\_\_\_

Address \_\_\_\_\_ City/State/Zip \_\_\_\_\_

Email \_\_\_\_\_

## Newspaper Request

Advertisers will receive a supply of *Lakesiders* on Friday during the Chautauqua summer season. Please indicate the number of newspapers you would like delivered to your business each week: \_\_\_\_\_

## Ad/Artwork Information

Please check the description that applies to your ad.

\_\_\_\_\_ Ad is camera-ready and will be submitted electronically.  
(Acceptable formats include PDF, JPG, TIF and Adobe InDesign. PDF files may be submitted, but no alterations can be made by the editors, if needed.)

\_\_\_\_\_ Ad requires design assistance (\$25 charge/per week).  
*Please note: A charge of \$25/per week will be charged for ads that require design assistance from the editors. Design assistance includes design formatting and sizing, font/copy changes, or if the ad is submitted in an incorrect format.*

See Terms & Policies on the next page for ad specifications, copy changes and ad deadlines.

## Advertisement Sizes

Choose the appropriate box for desired ad size.

Size	Column Inches	Total Cost*
<input type="checkbox"/> 1 col. X 2"	2.0973" X 2"	\$335
<input type="checkbox"/> 1 col. X 3"	2.0973" X 3"	\$390
<input type="checkbox"/> 1 col. X 4"	2.0973" X 4"	\$450
<input type="checkbox"/> 2 col. X 2"	4.3612" X 2"	\$440
<input type="checkbox"/> 2 col. X 3"	4.3612" X 3"	\$495
<input type="checkbox"/> 2 col. X 4"	4.3612" X 4"	\$550
<input type="checkbox"/> 3 col. X 2"	6.6251" X 2"	\$540
<input type="checkbox"/> 3 col. X 3"	6.6251" X 3"	\$600
<input type="checkbox"/> 3 col. X 4"	6.6251" X 4"	\$660
<input type="checkbox"/> 4 col. X 2"	8.889" X 2"	\$650
<input type="checkbox"/> 4 col. X 3"	8.889" X 3"	\$710
<input type="checkbox"/> 4 col. X 4"	8.889" X 4"	\$770

\*Total cost of *Lakesider* newspaper advertisements is based on the entire Chautauqua season: 10-week (combined Week 10/11 issue) program AND two bonus issues for Conferences on June 1 and 8. Space in all issues will be given on a first-come, first-served basis due to limited space. For weekly rates, contact [efantozzi@lakesideohio.com](mailto:efantozzi@lakesideohio.com).

## Additional Opportunity

Join us on *The Front Porch*, Lakeside's blog

- Sponsor a Lakeside blog post: \$50  
Your logo and a short business description will be included in a pre-scheduled post.
- Feature your business on the Lakeside blog: \$100  
One of our staff writers will interview you about your business and write a blog post (no more than 500 words) that also features your logo and 2 images.

*\*Note: blog options are add-ons in addition to also purchasing a print Lakesider ad. Blog options are not available as standalone.*

**Advertise with the  
Lakeside Symphony Orchestra**  
See the attached handout for information about being a featured advertiser in our glossy color program, which will be distributed to attendees at all six LSO concerts.

SEE NEXT PAGE FOR MORE INFORMATION



## Terms & Policies

### Artwork Specifications

♦ Electronic ad submission files will be accepted in PDF, JPG, TIF and Adobe InDesign format. (PDF files may be submitted, but the editors cannot make alterations if needed.)

♦ Files are to be emailed as an attachment to [efantozzi@lakesideohio.com](mailto:efantozzi@lakesideohio.com) or supplied on a CD or a flashdrive. No paper copies will be accepted.

♦ 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 or JPEG is acceptable, but alterations cannot be made by the editors, if needed.

♦ All ads for the newspaper are to be submitted in black and white. If adding a blog option, advertiser should also submit a color copy.

♦ Rates do not include artwork design assistance. (See reverse side for pricing information.)

♦ Artwork should be submitted in the correct size desired for the ad. When small files need to be enlarged, they degrade in quality.

## Deadline & Payment Information

### Artwork/Payment In-Full Deadline

For inclusion in 2 Conference issues + the regular 10-week season.....**4/12/19**

For inclusion in only the regular 10-week season.....**5/3/19**

Payment options include cash, check or credit card (Discover, Master Card or Visa). Call (419) 798-4461, ext. 345 or visit the office to pay with a card.

**Please make checks payable to Lakeside Chautauqua.**

### Weekly Ad Deadline or for Copy Changes to Ad

Thursday of the week prior to publication at 12 p.m.

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

### Blog option deadline

Advertiser will be contacted to set up deadline at a later date.

## Contract Agreement

The undersigned agrees to place advertising with the *Lakesider* at the rate designated on this contract.

The undersigned further agrees to abide by the Terms & Policies of the contract stated above.

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

Editor Signature \_\_\_\_\_ Date \_\_\_\_\_ Total Cost: \_\_\_\_\_

### Ad Placement

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

♦ Once the allotted ad space has been filled, no additional ads will be accepted.

### Other Restrictions

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

### Mailing Instructions/Contact Info/Questions

Send a signed contract, artwork and payment to:

**Lakeside Chautauqua**

**Attn: Elizabeth Fantozzi**

**236 Walnut Avenue,**

**Lakeside, OH 43440**

**(419) 798-4461, ext. 345**

**[efantozzi@lakesideohio.com](mailto:efantozzi@lakesideohio.com)**

