

Lakesider

CHAUTAUQUA NEWS *2021 Newspaper Advertising Contract*

Business Contact Information

Advertiser/Business Name: _____ Phone: _____

Contact Name: _____

Address: _____ City _____

State: _____ Zip: _____ Email: _____

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.)

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. Design assistance includes formatting, sizing, font/copy changes, or changing the file.

See Terms & Policies on the next page for additional info.

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: _____

2021 Advertisement Sizes *Select desired ad size.*

Size	Column Inches	Total Cost*	Size	Column Inches	Total Cost*
<input type="radio"/> 2 col. X 2"	3.8056" x 2"	\$528	<input type="radio"/> 4 col. X 2"	7.764" x 2"	\$648
<input type="radio"/> 2 col. X 4"	3.8056" x 4"	\$660	<input type="radio"/> 4 col. X 4"	7.764" x 4"	\$792
<input type="radio"/> 3 col. X 2"	5.7695" x 2"	\$588	<input type="radio"/> 5 col. X 2"	9.7571" x 2"	\$780
<input type="radio"/> 3 col. X 4"	5.7695" x 4"	\$726	<input type="radio"/> 5 col. X 4"	9.7571" x 4"	\$924

*Total cost of *Lakesider* newspaper advertisements is based on the entire Chautauqua season which includes 12 issues. Space in all issues will be given on a first-come, first-served basis due to limited space.

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** or supplied on a flashdrive. Paper copies are not accepted.
- Files will NOT be accepted in Adobe PageMaker, Microsoft Word, Publisher, PowerPoint or any other Windows document. Producing the ad in these programs and saving them as a PDF or JPEG is acceptable, but alterations cannot be made by the editors.
- All ads for the newspaper are to be submitted in black and white.
- 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.

Artwork/Payment In-Full Deadline

For inclusion in:

12-week season 5/21/21

Payment options include cash, check or credit card (Discover, Master Card or Visa). Call (419) 798-4461, ext. 345 or visit The Legacy House office located at 217 Walnut Ave. 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.

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

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**

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 & Polices of the contract stated above.

Business Owner Signature: _____ Date: _____

Editor Signature: _____ Date: _____

Total Cost: _____