



BECOME A PARTNER & ADVERTISE WITH THE *LAKESIDER*

BUSINESS CONTACT

Advertiser/Business Name _____

Contact Name _____ Phone _____

Address _____ City/State/Zip _____

Email _____

INFORMATION

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.

Please deliver _____ *Lakesiders* to my business each week.

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 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

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

- Advertise within a blog post: \$50
Logo & short business description in a pre-scheduled post
 - Feature your business in a blog post: \$100
Blog post about business with logo & one image
- *Note: blog options are add-ons in addition to also purchasing a print Lakesider ad. Blog options are not available as standalone.*

What's new with your business in 2017?

* Total cost of *Lakesider* newspaper advertisements is based on the entire Chautauqua summer season: 10-week (combined Week 10/11 issue) program AND two bonus issues for Conferences on June 3 and 10. Space in all issues will be given on a first-come, first-served basis due to limited space. For weekly rates, contact content@lakesideohio.com.



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 content@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 are to be submitted in black and white. If adding the blog option, advertiser should also submit a color copy.
- ◆ Rates do not include artwork design assistance (see Spec Sheet 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.

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.

Shipping Instructions/Contact Info/Questions

Send a signed Contract, artwork and payment to:
Lakeside Chautauqua
Attn: Lexie Digby
236 Walnut Avenue,
Lakeside, OH 43440
(419) 798-4461, ext. 345
content@lakesideohio.com

DEADLINES

Artwork/Payment In-Full Deadline

For inclusion in 2 Conference issues + the regular 10-week season.....**4/28/17**
 For inclusion in only the regular 10-week season.....**5/12/17**

Payment options include cash, check or credit card (Discover, Master Card or Visa). Call (419) 798-4461, ext. 345 for credit card details and payment.

Please make checks payable to Lakeside Chautauqua.

Weekly Ad Deadline

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

Copy Changes to Ad Deadline

-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 the Spec Sheet. The undersigned further agrees to abide by the Terms & Polices of the contract stated above.

Business Owner Signature _____ **Date** _____

Editor Signature _____ **Date** _____ **Total Cost:** _____



March 30, 2017

Dear Advertiser,

Partnering with local businesses is important to Lakeside Chautauqua's success each summer. Every year, more than 150,000 individuals visit Lakeside and count on your business as they arrive for their vacation or to care for their homes. Promoting the shore and island communities as a destination has been a priority for more than 140 years. We value your input and realize that we can all find greater success when we work together.

We Need Your Input

Lakeside Chautauqua is conducting a campus master plan and has hired MKSK, an urban planning firm from Columbus. As a business owner, we need your input during the extensive 18-month process to plan for the future. By visiting lakesidemasterplan.com, you can contribute vital input to the process.

News & Updates from Lakeside

We are set to complete a major capital project in Lakeside, the Grindley Aquatic & Wellness Campus. In the summer of 2017 we expect a 5-10% increase in new visitors as a result of this wonderful new facility, which includes a 6,000 square foot swimming pool and approximately 4,000 square foot wellness center with added wellness programming and activities.

What's Going On with Your Business?

We feel, as partners, that it's important to know what's going on with your business. Please help us by filling out the box on the attached contract.

Lakeside's Economic Impact

This past year, Lakeside conducted an extensive economic impact study with The Ohio State University. The total annual estimated contribution of Lakeside Chautauqua to the Ottawa County area, including visitor, household and operations spending, is approximately 667 jobs, \$20 million in labor income, almost \$34 million in additional spending in the region, and a total economic output (total sales) of just over \$80 million.

Heightening Your Brand Awareness

Lakeside Chautauqua wants to partner with you to increase your brand presence with our 150,000 visitors. Enclosed you will find opportunities to advertise and partner with Lakeside in both our *Lakesider* newspaper and blog. Printing more than 4,000 newspapers weekly and with 1,725 average weekly blog readers, your business will have a strong presence in Lakeside. To partner and advertise with Lakeside, fill out the appropriate information and send back a signed copy with payment to Lakeside Chautauqua by Friday, April 28, 2017.

We will contact you in two weeks to share more about Lakeside and the opportunities for this summer. In the meantime, please contact Lexie Digby at content@lakesideohio.com or (419) 798-4461, ext. 345 if you have any questions regarding our advertising opportunities.

Sincerely,

Kevin Sibbring, CEO/President
Lakeside Chautauqua

Bill Drackett, Chair
Lakeside Chautauqua Foundation