



# LAKE LINGANORE ASSOCIATION *at Eaglehead*

## LAKE TALK ADVERTISING AGREEMENT

DATE: \_\_\_\_\_

BUSINESS NAME: \_\_\_\_\_

BUSINESS ADDRESS: \_\_\_\_\_

CITY/ZIP: \_\_\_\_\_

POINT OF CONTACT: \_\_\_\_\_

PHONE: \_\_\_\_\_ EMAIL ADDRESS: \_\_\_\_\_

FAX: \_\_\_\_\_

### AD SIZE & SPECS:

1/8       1/4       1/2       Full Page

COLOR       BLACK & WHITE

Supplying Print Ready Ad

CONTRACT TERM LENGTH:     1 x       3x       6x       12x

MONTHS RUNNING:     January (\_\_\_\_)       May (\_\_\_\_)       September (\_\_\_\_)  
                                  February (\_\_\_\_)       June (\_\_\_\_)       October (\_\_\_\_)  
                                  March (\_\_\_\_)       July (\_\_\_\_)       November (\_\_\_\_)  
                                  April (\_\_\_\_)       August (\_\_\_\_)       December (\_\_\_\_)

AMOUNT REMITTED: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

MAKE CHECKS PAYABLE TO: LAKE LINGANORE ASSOCIATION (LLA)  
MAIL CHECKS AND COMPLETED CONTRACTS TO: LAKE TALK ADVERTISING, 6718 COLDSTREAM DRIVE, NEW MARKET, MD 21774  
FOR MORE ADVERTISING INFORMATION CONTACT ANNA LINEHAN AT 301.831.6400 EXT.115 [COMMUNICATIONS@LAKELINGANORE.ORG]



# LAKE LINGANORE ASSOCIATION

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## LAKE TALK ADVERTISING RATES

### BLACK & WHITE

AD SIZE	1X	3X	6X	12X	DIMENSIONS
1/8 PAGE	\$84	\$238	\$451	\$850	4 x 2.5
1/4 PAGE	\$154	\$439	\$831	\$1572	4 x 5.25
1/2 PAGE	\$289	\$823	\$1560	\$2946	8 x 5.25
FULL PAGE	\$540	\$1537	\$2912	\$5499	8 x 10.5

### FULL COLOR

AD SIZE	1X	3X	6X	12X	DIMENSIONS
1/4 PAGE	\$217	\$618	\$1171	\$2213	4 x 5.25
1/2 PAGE	\$433	\$1234	\$2339	\$4418	8 x 5.25
FULL PAGE	\$809	\$2303	\$4367	\$8249	8 x 10.5

### IMPORTANT DETAILS

- All new advertising or updated artwork must be submitted, *PRINT READY*, by the 5th of every month. *A complete submission would include: Full Payment (Cash or Check), Completed & Signed Advertising Agreement, and Print Ready Ad (Due on or Before the 5th of every month).* Items submitted on the 5th will be printed in the next month's issue (eg. January 5th for February Publication).
- Advertising must be supplied print-ready, and should be provided as a high-resolution PDF file. Ad files should be emailed to Anna Linehan at [communications@lakelinganore.org](mailto:communications@lakelinganore.org)
- Please ensure that your ad meets the dimensions specified in the rate chart (sized in inches, W x H). Ad files not submitted according to the dimensions/orientation listed above may appear warped or distorted when printed. Ads requiring design edits prior to print will be charged a minimum Design Fee of \$50.

ELECTRONIC AD FILES SHOULD BE EMAILED TO: [COMMUNICATIONS@LAKELINGANORE.ORG](mailto:COMMUNICATIONS@LAKELINGANORE.ORG)  
 QUESTIONS??? CONTACT THE LAKE TALK EDITOR, ANNA LINEHAN, AT 301.831.6400 EXT. 115