



# 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

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]



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## LAKE TALK ADVERTISING RATES

### BLACK & WHITE

AD SIZE	1X	3X	6X	12X	DIMENSIONS (APPROXIMATE)
1/8 PAGE	\$84	\$238	\$451	\$850	4 x 2.5
1/4 PAGE	\$154	\$439	\$831	\$1,572	4 x 5.25
1/2 PAGE	\$289	\$823	\$1,560	\$2,946	8 x 5.25
FULL PAGE	\$540	\$1,537	\$2,912	\$5,499	8 x 10.5

### COLOR

AD SIZE	1X	3X	6X	12X	DIMENSIONS (APPROXIMATE)
1/4 PAGE	\$217	\$618	\$1,171	\$2,213	4 x 5.25
1/2 PAGE	\$433	\$1,234	\$2,339	\$4,418	8 x 5.25
FULL PAGE	\$809	\$2,303	\$4,367	\$8,249	8 x 10.5

### IMPORTANT DETAILS

- A complete contract includes full payment (Cash or Check), completed and signed advertising agreement, and print ready ad (Due on or Before the 5th of every month).
- All new advertising or updated artwork must be submitted, PRINT READY, by the 5th of every month. Items submitted on the 5th will be printed in the next month's issue (i.e., 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 before print will be charged a minimum Design Fee of \$50.
- LLA has sole discretion to change current LakeTalk features including, but not limited to, format, advertising dimensions, rates, submission deadline, etc.
- No monetary reparations will be paid for perceived losses.
- Terminating the advertising agreement early results in only 50% of the balance of the contract refunded.
- Signing the advertisement agreement signifies the advertiser read and understood the rates, important details, and agreement.

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