

# *Lake Linganore Media Guide 2024*

All information outlined is active as of November 7, 2023



Connect with the Lake Linganore community through

## **Advertising & Event Sponsorships**



Lake Linganore Association  
6718 Coldstream Drive  
New Market, MD 21774  
301.831.6400  
[www.lakelinganore.org](http://www.lakelinganore.org)

*All photos within this Media Guide were provided by Members of the community.*



# Advertise in the Community

## Monthly Magazine: LakeTalk

### About the Community

#### Community

At the heart of the community is the largest of the lakes-- Lake Linganore. It is approximately 209-acres with 13 miles of shoreline with two beaches. The three other lakes — Lake Merle, Lake Marian, and Lake Anita Louise — add to the lake-living community atmosphere. In addition to the lakes and beaches, Members enjoy access to pools, tennis courts, multipurpose courts, basketball courts, tot lots, community events, and over 20 miles of scenic trails. This community is truly a nature lovers paradise and is endearingly referred to as the perfect stay-cation.

#### Population

Lake Linganore encompasses more than 4,000 acres, is currently home to over 3,900 households, and is continuing to grow. At this time, there are over 14,000 Members within LLA.



### Advertising in LakeTalk

LakeTalk is the official monthly newsletter of the Lake Linganore Association (LLA). LakeTalk was started in February 1996 as a way for the Lake Linganore Association (LLA) Board of Directors to communicate important issues to the Membership. The magazine is mailed to over 2,300 households and emailed to approximately 4,400 residents.

LakeTalk is a membership service defined in the Association's governing documents and must be provided to all residents. LakeTalk educates homeowners on issues related to operations, rules enforcement, and infrastructure-oriented activities. Specifically it is a formal platform for the Association, the Board of Directors, and LLA committees to communicate news and information to the community. The publication also features human interest pieces, lifestyle articles, and LLA event details.

#### Mission

The Lake Linganore Association at Eaglehead is committed to providing the highest level of service to its Members. The Association strives to achieve community awareness and understanding amongst all residents. The Association staff works to build transparency and simplify Association Membership through community outreach.

LakeTalk is the official notification publication of the LLA. LakeTalk provides a forum for announcements and fosters open dialogue related to community issues and ideas.



# LakeTalk Rates and Details

## Monthly Advertising Rates

### Color

	1x	3x	6x	12x
1/8 page	\$100	\$285	\$540	\$960
1/4 page	\$200	\$570	\$1,080	\$1,920
1/2 page	\$400	\$1,140	\$2,160	\$3,840
Full Page	\$750	\$2,137	\$4,050	\$7,200

3 ads – 5% discount

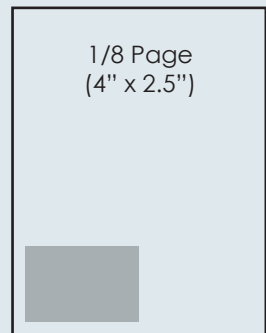
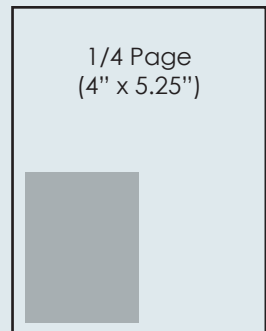
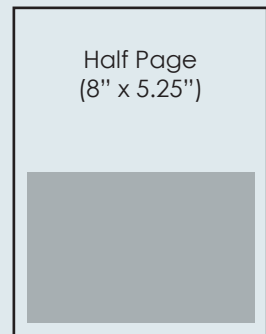
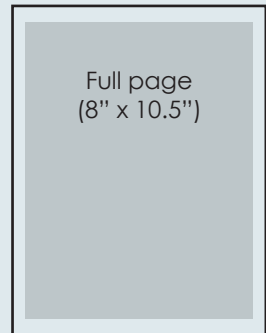
6 ads – 10% discount

12 ads – 20% discount

## Important Details

- A complete contract includes full payment (cash, check, or credit card, completed and signed advertising agreement, and submitted ad (Due on or Before the 5th of every month).
- All new advertising or updated artwork must be submitted by the 5th of every month. Items submitted on the 5th will be included in the next month's issue (i.e., January 5th for February Publication).
- Advertising must be supplied and should be provided as a high-resolution PDF file. Ad files should be emailed to Lauren Hummel at [communications@lakelinganore.org](mailto:communications@lakelinganore.org).
- Please ensure that your ad meets the dimensions specified to the right in blue. 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.
- Submitting the advertisement agreement signifies the advertiser read and understood the rates, important details, etc.

### Ad Sizes





# LakeTalk Special Edition

## Contact Info

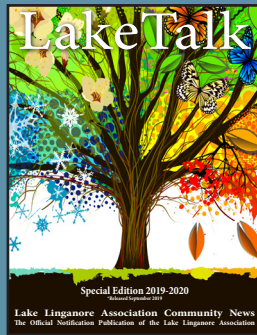
**Lauren Hummel**  
Communications  
Specialist  
communications@  
lakelinganore.org  
301.831.6400 ext. 115

## Payment Info

Please submit the agreement form, along with payment.

The LLA office accepts cash, credit card, or check payments. Credit card and e-check payments require a signed authorization form.

All checks can be made out to **Lake Linganore Association.**



The September issue of LakeTalk serves as a "Special Edition" that covers a myriad of community information, from rules and policies to clubs and interest groups. In addition to Association information, it includes a "Business Card Directory".

The September issue is the perfect reference tool which our residents keep on hand throughout the year. It is also distributed to new homeowners and acts as an excellent resource for them as they try to familiarize themselves with the area. The Association circulates this publication in the office throughout the year.

## Special Edition Business Card Directory Details

**Cost:** \$150

**Size:** 2" x 3.5"

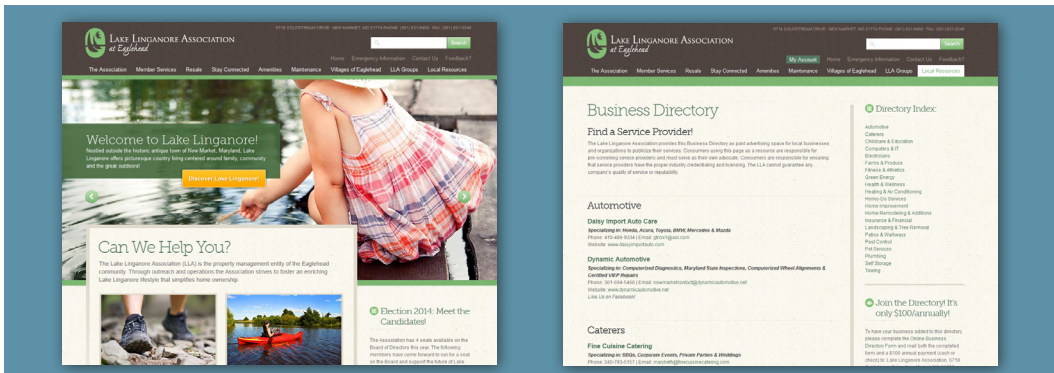
### Additional Information:

- Businesses will be ordered alphabetically according to industry type.
- A complete contract includes full payment (cash, check, or credit card), completed advertising agreement (page 6), and business card ad.
- Business cards can be supplied in person or as a high resolution PDF file.
- All advertisers that have not paid or submitted an ad on or before August 5th will not be guaranteed advertising space in the Special Edition.





# Online Business Directory



## Connecting Homeowners with Service Providers

**Easy & Affordable.** This simple “one-and-done” advertising option is a great value for small business owners who are looking to stretch their marketing dollars. Business owners can commit at any time and advertise hassle free for a year!

**Templated Design.** Stop worrying about design services, ad files and your tight budget. The Business Directory offers just one standard format--fostering an even playing field for local service providers. Stand shoulder-to-shoulder with your local competitors! Free Updates. Did you get a new email? Launch a new website? No worries, just let us know and we will update your listing for free!

## Online Business Directory Details

**Cost:** \$100 Annually

### Additional Information:

- All online business listings are subject to approval by the LLA Webmaster. All businesses submitted for listing on the LLA website will be pre-screened. The LLA may refuse to publish a business listing at any time with or without cause.
- Businesses will be ordered alphabetically according to industry type.
- LLA is not responsible for providing web metrics related to site traffic or audience engagement. LLA cannot guarantee ROI as a result of online advertising.
- Advertisers are responsible for regularly screening their business listing on the LLA website to ensure their information is accurate.
- Advertisers may submit a listing revision at any time. Business listing information will be updated on the LLA website during business hours, as time permits. Advertisers exceeding one update per month may incur an additional Update Fee (\$15/per update).

## What is included

- Industry type
- Business Name
- Specialized Services
- Email linked
- Website linked
- Social Media linked

## Communications

(9/1/2021 to 9/30/2021)

Website: 3,274 active users; 9,287 monthly page views

LakeTalk: 2,300 USPS; 4,400 emails

Email: 4,400 contacts

Facebook: 3,554 likes; 3,882 follows; 9,717 post reach

Instagram: 1,338 followers

# Advertising Agreement

## Online Business Listing Information

Industry (ONE per contract):

\_\_\_\_\_

Specializing in (list up to FOUR services):

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

Email (if different than agreement):

\_\_\_\_\_

Website:

\_\_\_\_\_

Social Media:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

Date: \_\_\_\_\_

Amount Remitted: \_\_\_\_\_

Business Name: \_\_\_\_\_

Contact: \_\_\_\_\_

Phone #: \_\_\_\_\_

Email: \_\_\_\_\_

Address: \_\_\_\_\_

### 1. Ad Type:

☐ LakeTalk (If checked, please complete numbers 2 and 3 below)

☐ Special Edition: Business Card Directory

☐ Online (If checked, please complete the blue section to the left)

### 2. Ad Size & Specs:

☐ 1/8

☐ 1/4

☐ Half Page

☐ Full Page

☐ COLOR

☐ BLACK & WHITE

### 3. Term:

☐ 1 month

☐ 3 consecutive months

☐ 6 consecutive months

☐ 12 consecutive months

☐ Custom (i.e., any term other than what is listed above. The Communications Specialist will follow up with the contact provided).

Submitting the advertisement agreement signifies the advertiser read and understood the rates, details, etc. as outlined within this Media Guide.



# LLA Events



**FIREWORKS | CONCERTS | FESTIVALS | AND MORE!**

*Events enjoyed year round!*



# Become a Sponsor

## LLA Events

### Contact Info

**Julia Parreco**  
Events & Volunteer  
Coordinator  
events@lakelinganore.org  
301.831.6400 ext. 120

### Payment Info

Please submit the agreement form, along with payment.

The LLA office accepts cash, credit card, or check payments. Credit card and e-check payments require a signed authorization form.

All checks can be made out to **Lake Linganore Association.**



### Visibility in Lake Linganore

Members of Lake Linganore have the opportunity to enjoy everything the community has to offer including a calendar of exciting events from April to December. Each year the association releases an annual event calendar in March that features events ranging from concerts to festivals to fireworks where your organization can be seen through sponsoring events.

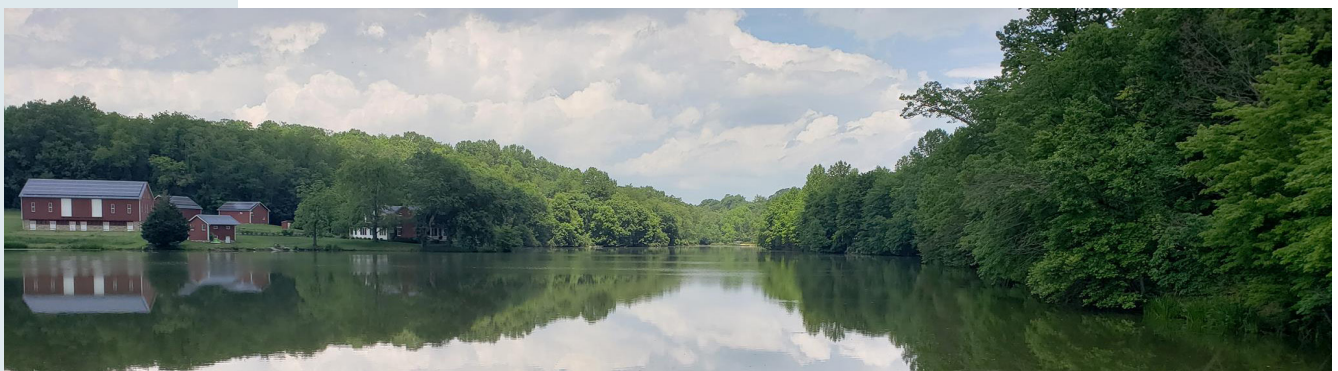
Hundreds of Members and their guests attend each event held at the community, and we anxiously looking forward to greater success every upcoming season (April through October).

### Sponsorship

Lake Linganore Association has two unique sponsorship opportunities:

- Single Event Sponsorship
- Seasonal Sponsorship

If your organization would like to participate as a sponsor, please review the following pages to determine which package is right for your organization. LLA realizes that when spending your valuable marketing dollars your business requires the highest return on investment. With sponsorships starting at \$50, LLA helps ensure that your goals are met. We are looking forward to another rewarding, successful year with attendees and sponsors.





# Fall Festival



The annual Fall Festival celebrates the first days of fall and features family games, attractions, food and more. Sponsors are able to interact with Members of the community and their guests. The event is typically on the last Saturday of September.

## Sponsorship Option and Inclusion

### \$50:

- 6ft vendor table
- Company name listed in October's LakeTalk
- Ability to sell and represent business at the festival



# Summer Concert Series

## Lake Linganore SUMMER CONCERT Series

### Additional Info

- Showtime Sound and LLA work together to bring LLA Members and their guests a memorable summer night right in their backyard!
- Concerts historically are held on Thursday & Friday nights. The two Thursday concerts coincide with the end of the beloved Farmers and Artisans Market.
- Frederick School of Rock students open for the main acts.
- Further concert details and information are provided to sponsors in an informational packet once concerts are finalized (historically sent in April).

Four concerts over the course of the summer will bring together a community of over 12,000 people. Hundreds of Members attended each concert last year and we are bringing back a full scale Summer Concert Series (SCS) with bands, food, and a professional stage with a sound system. Our professional stage equipment is framed with MASSIVE STAGE BANNERS! The banners are a focal point of every concert and provides a perfect opportunity to showcase business logos, while current and future clients listen and view.

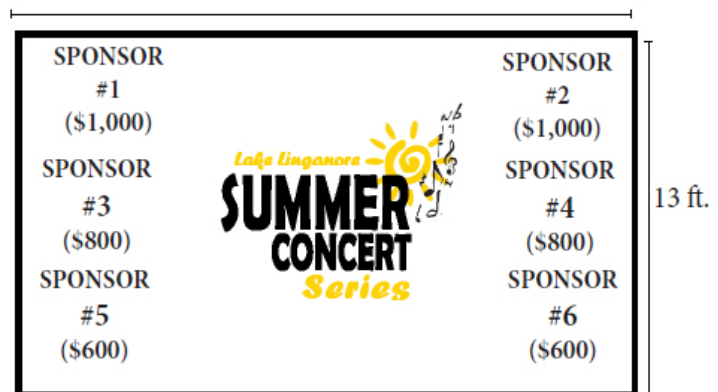
### Sponsorship Inclusions

*pricing varies, please see diagram (first come, first serve)*

- 20% off LakeTalk advertising contract (LLA's monthly publication)  
\*\*Cannot be combined with any other LakeTalk discount. Please inquire if you are a current LakeTalk advertiser.\*\*
- Company logo featured on the community's annual SCS 24' x 13' stage banner (backdrop banner)
- Mentioned and verbally thanked as a sponsor throughout the SCS (beginning, intermission, and conclusion)
- Logo featured in LakeTalk's "Thank You To Our Sponsors" page (runs Mar-Oct)
- One six foot table available for company representative to meet and greet Members and their guests at concerts. Tables will be provided and placed by LLA



24 ft.





# Seasonal



Five spots are available for an exclusive opportunity to elevate your brand during the Lake Linganore Association's Events & Recreation season at Lake Linganore.

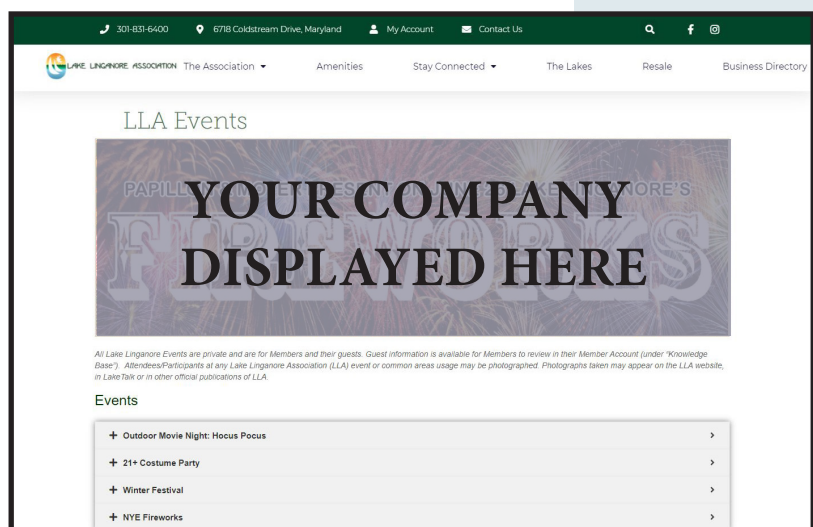
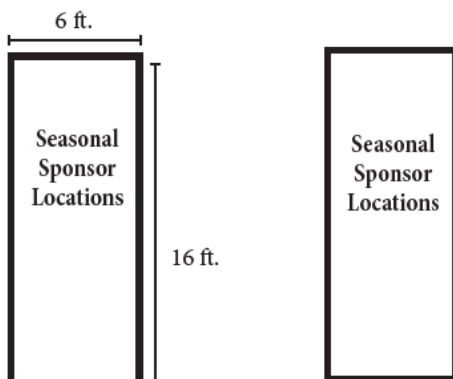
## Sponsorship Inclusions

*First come, first serve--FIVE sponsorships available*

**\$3,500**

Sponsorship includes all single event sponsorship package privileges, AND

- Online banner advertisement on Lake Linganore Associations Linganore Events webpage for over two consecutive months. Featured months options (first come, first serve):
  1. January 1 through February 28
  2. March 1 through April 30
  3. July 1 through August 31
  4. September 1 through October 31
  5. November 1 through December 31
- Company logo featured on the community's annual Summer Concert Series 6' x 16' side stage banners (see diagram below)
- Logo featured in LakeTalk's "Thank You To Our Sponsors" page (runs Mar-Oct)
- 50% off all LakeTalk advertising (LLA's monthly publication) **\*\*Cannot be combined with any other LakeTalk discount. Please inquire if you are a current LakeTalk advertiser\*\***



## Additional Info

- Several additional events are held in the community beyond the sponsorships listed. Seasonal sponsors help make these possible. Additional events include, but are not limited to, the Crab Feast, Food Truck Tuesdays, the Summer and Winter Festivals, and National Night Out
- The complete event calendar is available starting in March of every year.

# Fireworks

## Additional Info

- Lake Linganore Fireworks are historically the last Saturday in June.
- Further Firework details and information are provided to the sponsor in an informational packet once finalized (typically sent in early June).



Fireworks illuminate Lake Linganore while thousands of Members and their guests watched on the beaches, along the esplanade, and from their homes at the annual Lake Linganore Fireworks. Launched from a floating barge between Nightingale Beach and Coldstream Beach, the fireworks are the talk of the community all summer long!

## Sponsorship Inclusions

*First come, first serve--ONE sponsorship available*

**\$5,000**

Sponsorship includes all single event sponsorship package privileges

- Online Banner advertisement of the Fireworks brought to Lake Linganore by your company on Lake Linganore's Events webpage May 1 through June 30
- Company name featured as sole sponsor of the Lake Linganore's Fireworks in all communications
- A "Thank you to our sponsor" banner to be set up at the entrance of Nightingale Beach and Coldstream Beach featuring the company's logo



# Sponsorship Agreement

Date: \_\_\_\_\_

Amount Remitted: \_\_\_\_\_

Business Name: \_\_\_\_\_

Contact: \_\_\_\_\_

Phone #: \_\_\_\_\_

Email: \_\_\_\_\_

Address: \_\_\_\_\_

## 1. Sponsorship:

- ☐ Fall Festival: \$50
- ☐ Summer Concert Series *(If checked, please complete number 3 below)*
- ☐ Seasonal: \$3,500 *(If checked, please complete the blue section to the right)*
- ☐ Fireworks: \$5,000

## 2. Fall Festival Option:

- ☐ \$50

## 3. Summer Concert Series Options (see diagram on page 10):

- |  |  |
|--|--|
| <input type="checkbox"/> Sponsor 1 (\$1,000) | <input type="checkbox"/> Sponsor 2 (\$1,000) |
| <input type="checkbox"/> Sponsor 3 (\$800)   | <input type="checkbox"/> Sponsor 4 (\$800)   |
| <input type="checkbox"/> Sponsor 5 (\$600)   | <input type="checkbox"/> Sponsor 6 (\$600)   |

## Seasonal Sponsor Preference:

Company website featured on Events webpage (circle ONE):

1. January 1 through February 28

2. March 1 through April 30

3. July 1 through August 31

4. September 1 through October 31

5. November 1 through December 31

Submitting the sponsorship agreement signifies the sponsor read and understood the rates, details, etc. as outlined within this Media Guide. LLA can only support and uphold the sponsorship inclusions outlined in this document. Event attendance cannot be guaranteed and no monetary reparations will be paid for perceived loss. Business logos will be sized according to the placement on advertising materials.



*All photos within this Media Guide were provided by Members of the community.*

*Cover: Anthony M.*

*Page 2: Ken Mowery*

*Page 4: Andrew Hogentogler*

*Page 7: Mark Widrick and Anna Linehan*

*Page 8: Mark Widrick and Alexandra Hoover*

*Pages 9-11: Mark Widrick*

*Page 12: Kendall Blake, Kendall Taylor, Steffany Schmidt, and Ken Mowery*