

2024 ADVERTISING RATES

The Connection Magazine

The Connection magazine provides members with Alliance and community news, member highlights, upcoming event information, and more. Now is your opportunity to increase your visibility and get your name in front of potential customers by advertising in The Connection magazine.

Distribution:
2,500 issues delivered quarterly directly to Alliance members and made available at various locations around Lakewood Ranch.



ADTYPE	1 ISSUE	2+ ISSUES	SPECS
Back Cover - Full Page	\$1,600	\$1,450	No bleed - 7.5" w X 10" h; Bleed - 8.75" w X 11.25" h
Inside Front Cover	\$1,300	\$1,200	No bleed - 7.5" w X 10" h; Bleed - 8.75" w X 11.25" h
Full Page	\$750	\$700	No bleed - 7.5" w X 10" h; Bleed - 8.75" w X 11.25" h
Half Page - Horizontal	\$500	\$450	7.5" w X 4.75" h
Half Page - Vertical	\$500	\$450	3.625" w X 10" h
Quarter Page	\$275	\$250	3.625" w X 4.75" h
Flyer Insert	\$400	\$350	Advertiser to provide inserts. Deliver 3,000 copies to LWRBA office by Artwork deadline listed below. Sheets may be printed on one or both sides. (24 or 28 # bond or maximum 100 # text gloss). Folded inserts will be charged for 2 inserts, example 11" x 17" folded inserts.

Artwork must be minimum 300 DPI, CMYK, in TIFF, JPEG, or PDF format. Availability is on a first come, first served basis. Payment due by artwork deadline. LWRBA Annual Sponsors: Alliance Dollars may be applied to newsletter advertising.

ISSUE	RESERVATION DEADLINE	ARTWORK DUE
January 2024	November 24	December 1
April 2024	February 23	March 1
July 2024	May 31	June 7
October 2024	August 30	September 6
January 2025	November 29	December 6

Business Name: _____ Contact Name: _____

Phone: _____ Email: _____

Ad Type: _____ Issue(s): _____ Total Due: _____

Credit Card Check Invoice

Card #: _____ Name on Card: _____

Exp. Date: _____ Sec. Code: _____

Signature: _____ Date: _____

RETURN FORM TO:
Mail: Lakewood Ranch Business Alliance, 5391 Lakewood Ranch Blvd N, Suite 103, Sarasota, FL 34240
Email: TimEstep@lwrba.org

QUESTIONS? Contact Tim Estep at TimEstep@lwrba.org or 941-757-1664 x105.