

# 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.



AD TYPE	1 ISSUE	2+ ISSUES	SPECS
Back Cover - Full Page	\$1,800	\$1,650	No bleed - 7.5" w X 10" h; Bleed - 8.75" w X 11.25" h
Inside Front Cover	\$1,500	\$1,350	No bleed - 7.5" w X 10" h; Bleed - 8.75" w X 11.25" h
Full Page	\$850	\$750	No bleed - 7.5" w X 10" h; Bleed - 8.75" w X 11.25" h
Half Page - Horizontal	\$550	\$500	7.5" w X 4.75" h
Half Page - Vertical	\$550	\$500	3.625" w X 10" h
Quarter Page	\$300	\$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 2025	November 22	December 2
April 2025	February 21	March 3
July 2025	May 30	June 6
October 2025	August 29	September 5
January 2026	November 28	December 5

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.