

# 2020 ADVERTISING RATES

## The Alliance Quarterly Newsletter

The Alliance Newsletter 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 Alliance newsletter.

### Distribution:

3,000 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	\$1,300	\$1,100	No bleed - 7.5" w X 10" h; Bleed - 8.75" w X 11.25" h
Inside Front Cover	\$900	\$800	No bleed - 7.5" w X 10" h; Bleed - 8.75" w X 11.25" h
Full Page	\$675	\$600	No bleed - 7.5" w X 10" h; Bleed - 8.75" w X 11.25" h
Half Page - Horizontal	\$400	\$350	7.5" w X 4.75" h
Half Page - Vertical	\$400	\$350	3.625" w X 10" h
Quarter Page	\$275	\$250	3.625" w X 4.75" h
Flyer Insert	\$300	\$300	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 2020	November 29	December 6
April 2020	February 28	March 6
July 2020	May 29	June 5
October 2020	August 28	September 4
January 2021	November 25	December 4

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, 8430 Enterprise Circle, Suite 140, Lakewood Ranch, FL 34202  
Email: DanSidler@lwrba.org

QUESTIONS? Contact Dan Sidler at DanSidler@lwrba.org or 941-757-1664 x102.