

Lake Currents Advertising Information
LOWA, Inc., 102 Lakeview Pkwy, Locust Grove, VA 22508
Communications Dept: 540-972-2278 * Front Desk: 540-972-2237
(Revised 2/26/08)

To Our Advertisers:

Lake Currents is the official bi-weekly publication of the Lake of the Woods Association, Inc. The newsletter is tabloid size (14" H x 11-1/4" W), and is distributed to approximately 3600 members living in LOW. LOW is a diverse neighborhood ranging from young families to retired couples.

Payment is due when placing an ad (unless prior arrangements have been made). Checks should be made payable to "LOWA, Inc." Payment may be mailed to LOWA, Inc., Attn: Lake Currents, 102 Lakeview Parkway, Locust Grove, VA 22508. Be sure to list the publication date and size of ad on your payment. There is a \$30 return check fee.

Requirements for DISPLAY ADS

1. All display advertisements can be submitted via e-mail, on disc, or flash drive to the Communications Department at communications@lowa.org or lakecurrents@lowa.org. A hard copy of the ad can be submitted along with the disc.
2. **Complete ads** are preferred as a PDF or tif file, & should be 240 dpi. If ads need to be created, text can be submitted as MS Word, a text file, or in an e-mail textbox. All ads will run with a border around the perimeter.
3. **Graphics (logos and art)** should be PDF, tif, jpg, or eps. **Photos** should be jpg or tif files.
4. **Black/white** ads should be gray-scaled. **Color ads** should be CMYK.
5. The deadline for submitting ads is alternate Mondays by noon. Please refer to the deadline and publication dates provided.
6. All advertising accepted must conform in width and height to the sizes offered. Vertical ad sizes offered cannot be printed horizontally and vice versa. Requests to print ads conforming to widths other than those specified cannot be accommodated.
7. **Set-up Fee:** All ads requiring manipulation, creating new, or revising ads will result in a \$25 per hour fee. If you need assistance or have questions, please contact Melanie Parmelee, Communications Coordinator at 972-2278.

Requirements for CLASSIFIED ADS

Classified ads cost \$.40 per word, per issue. Please submit ad via e-mail, on a disc in MS Word format, or hard copy to the Communications Department in the Holcomb Building. The deadline for submitting ads is alternate Mondays by noon. Please refer to the attached deadline and publication dates provided. If you have any questions regarding Classified Ads, please call the Communications Department at 540-972-2278. Hours: M-F, 8:30 AM-4:30 PM.

2008 / 2009
PUBLICATION AND DEADLINE DATES
Lake of the Woods Association, Inc. *Lake Currents*

2008		2009	
Deadline Date	Publication Date	Deadline Date	Publication Date
Dec. 21*	Jan. 4	Dec. 22	Jan. 2
		This issue is not publishing	
Jan. 7	Jan. 18	Jan. 5	Jan. 16
Jan. 18*	Feb. 1	Jan. 16*	Jan. 30
Feb. 4	Feb. 15	Feb. 2	Feb. 13
Feb. 15*	Feb. 29	Feb. 13 *	Feb. 27
Mar. 3	Mar. 14	Mar. 2	Mar. 13
Mar. 17	Mar. 28	Mar. 16	Mar. 27
Mar. 31	Apr. 11	Mar. 30	Apr. 10
Apr. 14	Apr. 25	Apr. 13	Apr. 24
Apr. 28	May 9	Apr. 27	May 8
May 12	May 23	May 11	May 22
May 23*	June 6	May 22*	June 5
June 9	June 20	June 8	June 19
June 23	July 4	June 22	July 3
July 7	July 18	July 6	July 17
July 21	Aug. 1	July 20	July 31
Aug. 4	Aug. 15	Aug. 3	Aug. 14
Aug. 18	Aug. 29	Aug. 17	Aug. 28
Aug. 29 *	Sept. 12	Aug. 31	Sept. 11
Sept. 15	Sept. 26	Sept. 14	Sept. 25
Sept. 29	Oct. 10	Sept. 28	Oct. 9
Oct. 10*	Oct. 24	Oct. 9*	Oct. 23
Oct. 27	Nov. 7	Oct. 26	Nov. 6
Nov. 10	Nov. 21	Nov. 9	Nov. 20
Nov. 24	Dec. 5	Nov. 23	Dec. 4
Dec. 8	Dec. 19	Dec. 7	Dec. 18

* If the deadline date is a holiday, material will be due the preceding Friday by 4:30 PM.

NOTE: Ad rates may change for fiscal year May 2009-April 2010.

LOWA *Lake Currents*
DISPLAY ADVERTISEMENT SIZES

Prices quoted are per issue.

	<u>Size</u>	<u>Black/white Price</u>	<u>Color Price</u>
A - Small/Vertical/1 Col	2.25" W x 3.75" H	\$ 36	\$50
B - Small/Vertical/1 Col	2.25" W x 5.75" H	\$ 72	\$90
C - Small/Horizontal/2 Col	4.75" W x 2.75" H	\$ 72	\$90
D - Medium/Vertical/2 Col	4.75" W x 4.50" H	\$108	\$140
E - Medium/Horizontal/3 Col	7.25" W x 2.75" H	\$108	\$140
F - Large/Horizontal/3 Col	7.25" W x 5.75" H	\$210	\$260
G - Large/Vertical/2 Col	4.75" W x 8.50" H	\$210	\$260
H - X-Large/Vertical/3 Col	7.25" W x 10" H	\$387	\$450
<u>or</u>			
X-Large/Horizontal/4 Col	9.75" W x 7.25" H	\$387	\$450
I - Inside/Half Page/Vertical	4.75" W x 12" H	\$275	\$335
Back Page/Half/Vertical (Annual Contract Only)	4.75" W x 12" H	n/a	\$300
Back Page/Full (Annual Contract Only)	9.75" W x 12" H	n/a	\$600

Note: Vertical ads cannot be run horizontally, and vice versa.