

# the LAKE TODAY

THE LAKE AREA'S FULL COLOR NEWSPAPER

**SERVING THE ENTIRE LAKE AREA**

We reach the customers advertisers want the most! The Lake Today features local Lake Area news as well as stories of interest to Lake Area residents.



Deadline for space reservation is Friday prior. Call 573-365-2827.



## ADVERTISING RATES

### Open Advertising Rate:

\$10.50 per column inch.

### Full Color Contract Rates:

Weekly Frequency	6x Rate	13x Rate	26x or more Rate
6-20 inches	\$8.40	\$7.35	\$6.30
21-50 inches	\$7.98	\$6.93	\$5.88
51-90 inches	\$7.56	\$6.51	\$5.46
91+ inches	\$7.14	\$6.09	\$5.04

### Insert Rates:

\$50 per thousand	Single Sheet
\$55 per thousand	Up to 8 tabloid pages
\$60 per thousand	Up to 12 tabloid pages
\$65 per thousand	Up to 16 tabloid pages
\$70 per thousand	18 or more tabloid pages

*(A minimum of 12,000 required for full run. Additional fee for partial run.)*

**POLITICAL:** Political advertising is accepted and must be paid in cash or local check at the time of scheduling. All ads must carry a standard disclaimer statement of name of person or committee placing ad, chair-person and treasurer. The political rate is \$6.93 per column inch.

**CHURCH & CIVIC RATE:** Figured at the lowest display contract level rate for events and services deemed not to be regularly competitive with the newspaper's business clients. All other policies and guidelines apply.

## DISTRIBUTION

The Lake Today is delivered by mail to over 8,000 subscribers as well as over 850 households in HH (Horseshoe Bend) providing 100% mail delivery in that area. 3,500 copies are distributed by racks in key areas throughout the Lake Area including: Lake Ozark, Osage Beach, Kaiser, the North Shore, Eldon, Camdenton, and Versailles, among other communities.

**Total mail distribution - over 8,500**

**Total rack distribution - 3,500**

**Total distribution - over 12,000 copies**

Rates effective November 1, 2010

P.O. Box 1378 • 101 Crossings West Suite 203 • Lake Ozark, Missouri • 573-365-2827