

INFORMING, SERVING AND CELEBRATING THE LAKE REGION

# Lake Hopatcong News

<u>Ad Size</u>	<u>7x</u>	<u>5x</u>	<u>4x</u>	<u>3x</u>	<u>Open</u>
1/12 page ad	\$95	\$110	\$130	\$155	\$185
1/6 page ad	\$175	\$210	\$230	\$260	\$350
1/3 page ad	\$355	\$400	\$445	\$500	\$580
1/2 page ad	\$530	\$615	\$675	\$735	\$880
2/3 page ad	\$690	\$800	\$850	\$910	\$1080
Full page ad	\$945	\$1055	\$1225	\$1345	\$1605
Two-page Spread	\$1685	\$2015	\$2345	\$2675	\$3005

*Rates are per issue*

## Premier Advertising Locations

*(Full page only, full bleed)*

	<u>5x or more</u>	<u>1x</u>
<i>Inside front cover</i>	\$1200	\$1800
<i>Facing page inside front cover</i>	\$1200	\$1800
<i>Facing page inside back cover</i>	\$1100	\$1700
<i>Inside back cover</i>	\$1200	\$1800
<i>Back cover</i>	\$1400	\$2000
<i>Page 5</i>	\$1100	\$1700

## YOUR AD REPRESENTATIVE:

**Jodi Elias**

**973-600-5978**

**[advertising3@lakehopatcongnews.com](mailto:advertising3@lakehopatcongnews.com)**

Ad Specs: All color, 300 dpi or higher, PDF files only please.  
Email ads to the attention of your ad rep.

Lake Hopatcong News

37 Nolan's Point Park Road, Lake Hopatcong, NJ 07849

973-663-2800

[www.lakehopatcongnews.com](http://www.lakehopatcongnews.com)

Ad sizes are listed below. All measurements are in inches.

1/12 2.5x2.5	1/3 (V) 2.5x10	1/6 (V) 2.5x5	2/3 5x10	1/3 (H) 7.5x3.25	Full Priemer Locations 8.5x11 Inside Locations 7.5x10
1/6 (H) 5x2.5				1/2 (H) 7.5x5	
1/3 (Square) 5x5					

*Lake Hopatcong News is dedicated to informing, serving and celebrating the region surrounding Lake Hopatcong. Because we live, work and play here, we understand your business advertising needs.*

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## OUR SEVEN PUBLICATIONS

### **Spring (April 7, 2017)**

Our first issue of the year publishes just as the snow and ice are melting, just as spring is popping up all around.

### **Memorial Day (May 29, 2017)**

The second issue publishes just in time for the unofficial start of summer, when the area's population increases with summer residents and visitors.

### **July 4 (July 4, 2017)**

The third issue publishes just before America celebrates its birthday, a very busy time of year for area businesses and local attractions.

### **Mid Summer (Aug. 4, 2017)**

Our fourth issue publishes during the peak of the summer, taking full advantage of the hustle and bustle of local activities.

### **Labor Day (Sept. 4, 2017)**

The fifth issue publishes just in time for the start of the long end-of-summer weekend.

### **Fall (Oct. 6, 2017)**

The fall issue publishes in early October, keeping pace with the events, festivals and activities throughout the area.

### **Holiday (Nov. 17, 2017)**

The last issue of the year publishes in November, just when consumers are thinking about the holidays and are looking for unique shopping opportunities.

## WHY ADVERTISE WITH LAKE HOPATCONG NEWS?

### **Local and Reaching**

We are a local publication, with an estimated 20,000 readers, dedicated to reporting on important local issues and writing about the people who live and visit our area.

And, as a small, local business ourselves, we are committed to supporting your unique local business. Through our ever-growing subscription program our magazine reaches readers all around New Jersey and the country.

### **Quality**

The quality of our writing, photography, printing and presentation makes our 40 plus-page magazine stand out among other local publications.

### **Shelf Life**

The vibrant look of our magazine insures a lasting and prominent place on any coffee table and is read by multiple members in a household.

### **Web**

The website will have an advertising presence with sponsored content. Readers will be able to link directly to advertisers website from the online magazine.

### **Find Us**

Currently we distribute the magazine to more than 200 locations in numerous towns and two counties, including supermarkets, convenience stores, churches, municipal buildings, restaurants and marinas. A list of locations can be found on the Lake Hopatcong News website.

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***By promoting your business we're promoting our community.***