

2021 DISPLAY ADVERTISING RATES



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PUBLISHED TWICE - WEEKLY - TUESDAYS & FRIDAYS

The Lakeland Times is an award-winning Northern Wisconsin Newspaper that has established a tradition of excellence in news coverage, photos, and editorial leadership. Circulation exceeds 10,000 in paid subscriptions, currently 7,000 (4,300 locally), that are distributed through the U.S. Mail and approximately 3,700 in newsstand sales to Lakeland communities, blanketing the majority of Oneida and Vilas counties.



Minimum ad size: 4 total inches.

To Determine the COST of an Advertisement:

Width (in columns) x Height (in 1/2" increments)
 = Total column inch (size).

Total inches x Open Rate (or Pick-up Rate) = Cost.

See below-left for additional charges.

Color charges:

Full color (4-color process) Spot Color is Charged as Full Color	
4 to 11.5 total inches	\$25 per issue
12 to 23.5 total inches	\$37.50 per issue
24 to 47.5 total inches	\$50 per issue
48 to 72 total inches	\$75 per issue
72.5 to 96 total inches	\$100 per issue

Special Position charges:

Guaranteed page placement	\$1.00 per column inch
Friday, main section placement	.25¢ per column inch
(Placement availability subject to review, specific position on page will not be honored, Right-Hand-Page placement will be \$1.00 pci)	

Camera Ready Mechanical Requirements:

1 column = 8p8 picas (1.444")	Minimum total column inches = 4
2 columns = 18p4 picas (3.056")	Ad height in 1/2" increments
3 columns = 28 picas (4.667")	Full height = 16". 15" billed at 16"
4 columns = 37p8 picas (6.278")	Pdfs may be submitted at 300 dpi
5 columns = 47p4 picas (7.889")	85 line screen
6 columns = 57 picas (9.50")	Offset printing process

GENERAL ADVERTISING DEADLINES

Tuesday Lakeland Times . . . 3 pm Thursday*
 Friday Lakeland Times 3 pm Tuesday*
 Dining section 1 pm Monday*
 Real Estate section 1 pm Monday*
 Outdoors section 1 pm Monday*

*subject to change due to Holidays.
 *does not include Classified deadlines.

24 hours Advanced Notice for all proof ads.

E X A M P L E

2 columns x 2 inches = 4 total inches
 (3.056" wide by 2 inches tall)
 (actual size)

4 total inches x \$7.75 = \$31.00
 + 4 total inches x \$5.25 = \$21.00
 = **two consecutive-ad discount \$52.00**

TERMS OF PAYMENT:



- A. All local rates are non-commissionable.
- B. All accounts must be paid in full on or before the end of the billing month.
- C. Past due accounts are subject to a 1% per month finance charge - 12% annual rate
- D. Past due accounts are not eligible for and forfeit any discounts.
- E. New display and classified advertisers must pay, in advance of placement until a credit application has been approved. Master Card, Visa & Discover are accepted. Lakeland Printing Co. reserves the right to copyright any advertising produced by The Lakeland Times for advertisers. Advertising agencies receive no contract rates.

Publishers liability for error: The publisher shall not be liable for slight changes or typographical errors that does not lessen the value of an advertisement. The publisher's liability for other errors or omissions in connection with an advertisement is strictly limited to publication of the advertisement in any subsequent issue or the refund of any money paid for the advertisement.

Indemnifications: The advertiser and/or advertising agency agrees to defend and indemnify the publisher against any and all liability, loss or expenses arising from claims of libel, unfair competition, unfair trade practices, infringement or trademarks, copyrights, trade names, patents or proprietary rights or violation of rights of privacy from the publication of the advertiser's advertisement.

ADVERTISING RATES EFFECTIVE FEB. 1, 2021 THROUGH DECEMBER 31, 2021