

# The Lakeland College MIRROR



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## **Advertising with The Lakeland Mirror can benefit your business**

Your advertisements will reach over 1500 Lakeland students, staff, faculty and alumni.

The Lakeland Mirror is a free publication distributed to students, staff, and faculty.

The Lakeland Mirror is an award winning newspaper and member of The Society of Professional Journalists (SPJ) and the Associated Collegiate Press (ACP).

If you don't have time to design a powerful ad that sells, then leave it to us.  
Our graphic arts staff can create an ad for you for a low fee.

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## Terms & Conditions

We can design your ad for a one time fee of \$25. We need an additional week prior to deadline.  
Advertising cancelled after deadline is subject to full charge.  
Advertisers will be charged an additional \$25.00 for any check returned by the bank.  
All bills must be paid within 30 days of invoice receipt.  
All advertisements are subject to the approval of both the Editor-in-Chief and Advertising Manager.  
We accept checks, money orders, or cash.

### **We accept ads in the following formats:**

- Adobe CS Photoshop, Illustrator, or InDesign
- .tif file
- .png file
- .jpg file

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## Contact info

**Contact the Advertising Manager:**

**David Weiss**

**Phone: 704-618-0660**

**Email: [weissd@lakeland.edu](mailto:weissd@lakeland.edu)**

**The Mirror Email: [lakelandmirror@google.com](mailto:lakelandmirror@google.com)**

The Lakeland College Mirror  
Campus Box 607  
P.O. Box 359  
Sheboygan, WI 53082-0359

# Advertising Rate Card | The Lakeland Mirror

## Publication dates

### Fall 2012

September 20  
 October 11  
 November 1  
 November 15  
 December 6

### Spring 2013

January 31  
 February 21  
 March 7  
 March 28  
 April 5

Ads must be submitted no later than 5:00 p.m. six days prior to issue publication. Extensions can be given when asked, but absolutely no new ads will be accepted later than 5:00 p.m. three days prior to issue.

## Online Ads

The Lakeland Mirror website has space available for advertisers. Your .jpg or .png image should be 300 x 188 pixels at 72 ppi. We can link the image to your website Facebook page or website to drive more traffic.

Please contact Advertising Manager David Weiss at [weissd@lakeland.edu](mailto:weissd@lakeland.edu) for more information about advertising online.  
[www.lakelandmirror.com](http://www.lakelandmirror.com)

## Online Special

Place two-fifths or larger ad in all five issues and get a free online ad, run the entire semester.

**Thank You for supporting  
 The Lakeland Mirror**




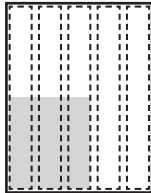

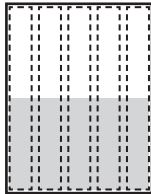

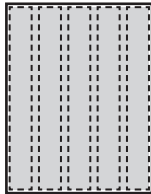
## Ad rates

# of insertions per semester	One-Tenth	One-Fifth	Three-Tenths	Two-Fifths	Half Page	Three-Fifths	Full Page
1	35	53	71	89	104 / 130	117 / 146	174 / 218
2-4	30	45	62	77	88 / 110	96 / 120	145 / 181
5	27	42	58	73	84 / 105	90 / 113	138 / 173

Prices above are for black and white / color. Color not available on all sizes.

Invoices will be mailed out on the 25th of each month. Newspapers will be sent out the day of publication to verify your advertisement ran. Additional copies available upon request.

## Available ad sizes

			
One-Tenth 1.875"x7"	One-Fifth 3.9375"x7"	One-Fifth 1.875"x14"	Three-Tenths 6"x7"
			
Two-Fifths 3.9375"x14"	Half Page 10.25"x7"	Three-Fifths 6"x14"	Full Page 10.25"x14.5"