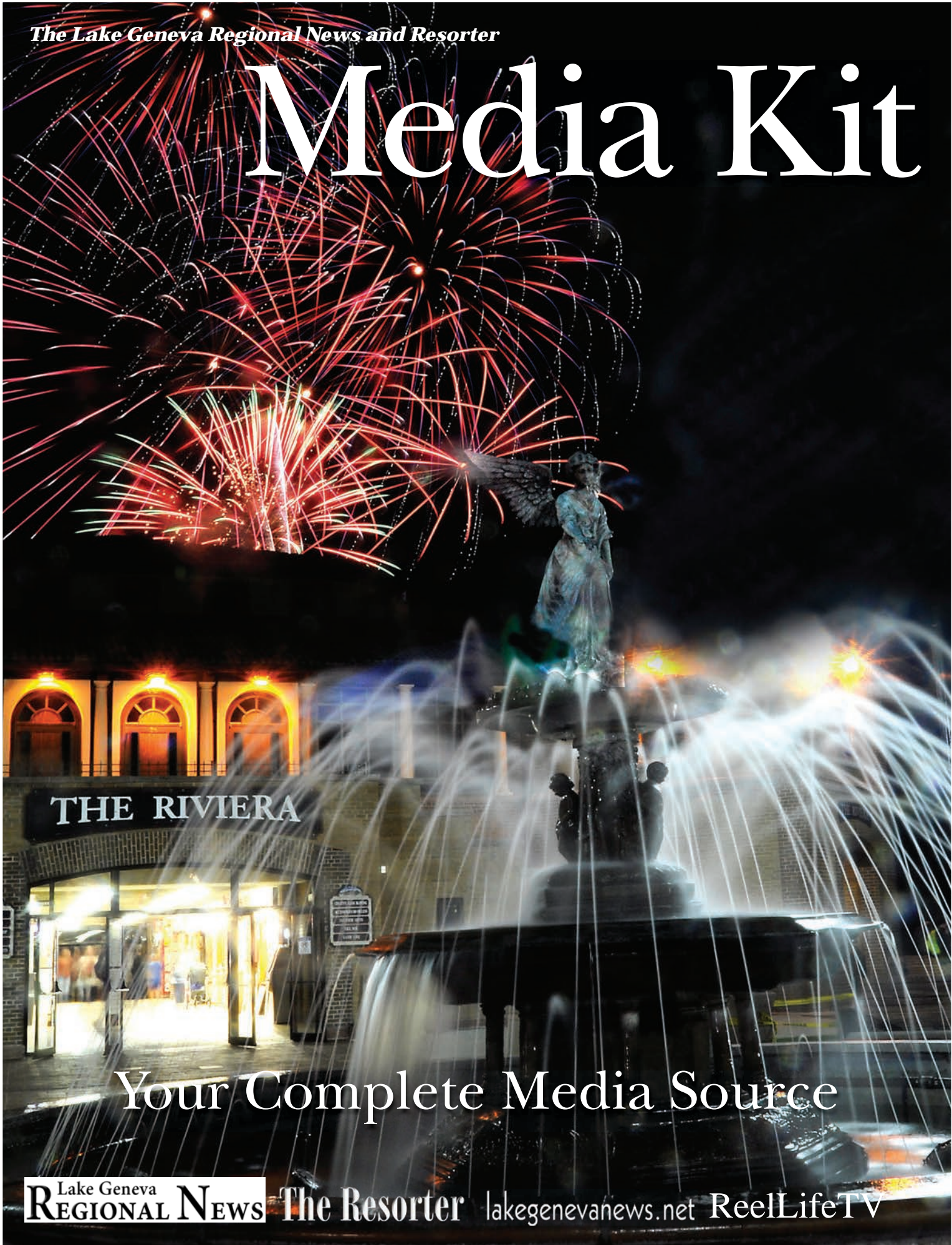


The Lake Geneva Regional News and Resorter

Media Kit



Your Complete Media Source

Lake Geneva
REGIONAL NEWS

The Resorter

lakegenevanews.net

ReelLifeTV

Print Media

ADVERTISING RATES

The Geneva Lake Area is home to both year-round residents and seasonal visitors. This area is a destination for a variety of people due to its access to several of Wisconsin's finest lakes, unique shopping, dining, entertainment and recreational opportunities as well as the endless number of seasonal events that take place throughout the year.

Thousands travel from Chicago and its affluent suburbs, Milwaukee, Madison and all of southeastern Wisconsin to visit this popular Midwest resort area. Many regular visitors choose to purchase time shares, second homes or relocate to the area because of its year-round appeal.

As a result, The Lake Geneva Regional News and its publications continue to present new and annual opportunities to its advertisers.

Keep your business in the eyes of residents and visitors alike with a consistent advertising program in the Lake Geneva Regional News, The Resorter, the Tri-County Classifieds and all of our digital media!

PUBLICATIONS

Lake Geneva Regional News

A broadsheet-size newspaper, locally run and continuously published each week since 1872.

The Resorter

A tabloid-size publication that highlights information about the Geneva Lake Area, featuring guides to community events, entertainment, restaurants and shopping.

The Resorter's **Real Estate** section is a unique tool for marketing both primary and resort properties, as well as featuring classified and service advertisements. Total circulation for Lake Geneva Regional News/Resorter is 10,000.

Welcome Home

A tabloid-size publication that features information about a variety of **Real Estate** options in the Geneva Lake Area, published monthly March–November.

AD DEADLINES

Regional News	Monday, 3 p.m.
Resorter	Friday, 3 p.m.
Classifieds	Friday, 11 a.m.
Legal Notices	Monday, 12 p.m.
Welcome Home	Monday, 3 p.m.
Special Section	Thursday, 3 p.m.

COLUMN SIZES

Columns	Inches
1	1.75"
2	3.625"
3	5.5"
4	7.375"
5	9.25"
6	11.125"

Full page Resorter.....5 col. x 10.8491"

Full page Regional6 col. x 19.5778"

REGIONAL NEWS RATES

National Rate	\$11.75
1" to 5"	\$11.35
6" to 14"	\$9.30
15" to 50"	\$8.25
51" to 94"	\$7.55
95" to 118.5"	\$6.25

Common Ad Sizes – Regional News

Full page.....118.5" \$740.00

Half page.....60" \$453.00

Quarter page.....30" \$247.50

Eighth page.....15" \$123.75

Spades Available on Sections A and B

Front Page Banner Ads Available on Sections A and B. (5 column x 2.5")

Pre-Printed Inserts – Regional News

Please ask for size and weight guidelines. Starting at \$60 per thousand.

Other Ad Sections – Regional News

Pet Page.....flat rate \$21.00

Services Offered

Ads measure 1.5 columns by 2 inches
..... grayscale \$22.00
..... color \$27.00

RESORTER RATES

National Rate	\$11.75
1" to 11"	\$11.45
12" to 22"	\$9.65
23" to 33"	\$9.50
34" to 44"	\$8.65
45" to 55"	\$7.85

Common Ad Sizes – Resorter

Full page.....55" \$431.75

Half page.....27.5" \$261.25

Quarter page.....14" \$135.10

Eighth page.....7" \$80.15

COLOR RATES

1" to 10"	\$3.00/col. inch
11" & up	\$50.00 flat

Full Page:

\$75.00 Local \$125.00 National

COMBINATION RATES

Place an advertisement in *both* The Resorter and the Lake Geneva Regional News at a discounted combination price of **\$14.30 per column inch**.

Reach a larger market when an advertisement is placed in one of our sister publications through the Kenosha News:

The Bargaineer Published Monday in Kenosha County (non-subscribers).

Kenosha News Published daily.

Zion-Benton News Published Thursday in Lake County, IL.

CLASSIFIED ADS

Classified line advertisements are printed within the Lake Geneva Regional News through the **Tri-County Classifieds**. The **Tri-County Classifieds** contain both classified line and display advertising, reaching 70,000 homes in Walworth and Kenosha County in Wisconsin as well as in Lake County, Illinois through the Lake Geneva Regional News, the Kenosha News, the Bargaineer and the Zion-Benton News.

Lake Geneva Regional News classifieds will be placed in the Resorter classified section and online at www.lakegenevanews.net at no additional cost. **\$3.33 per line**.

CONTACT

LAKE GENEVA REGIONAL NEWS

315 BROAD ST. • P.O. BOX 937 • LAKE GENEVA, WI 53147

PHONE (262) 248-4444 • FAX (262) 248-4476

WWW.LAKEGENEVANEWS.NET

General Manager/Editor

Rob Ireland

x100 rireland@lakegenevanews.net

Production Manager/Graphic Arts Director

Michael Reinsissel

x110..... mreinsissel@lakegenevanews.net

Advertising Department

Phil Bonyata

x112..... pbonyata@lakegenevanews.net

Duane Hove

x113..... dhove@lakegenevanews.net

Classified Advertisements

Sue Hinske

x101..... shinske@lakegenevanews.net

Print Media

DIGITAL SPECIFICATIONS

The following guidelines are provided for advertisers and advertising agencies in the Lake Geneva Regional News and Resorter to achieve the finest results in the printing of their display advertisements in all of our publications.

- Pre-designed advertisements are preferred in .PDF file format. *Adobe InDesign (CS2) or Adobe Illustrator (CS2 or CS5) documents or high resolution (300+ ppi) .JPEGs/ or .TIFFs are acceptable.*

- We do not accept Microsoft Publisher or Microsoft Word documents as completed advertisements. Please save files as .PDFs or high resolution .JPEGs before submitting.

- All typefaces must be embedded.

- If pre-designed ads are in color, please make sure all black type is 100% black.

- Do not use spot colors. The Lake Geneva Regional News, The Resorter and its Real Estate section and Welcome Home all print exclusively in CMYK.

- Rich Black should be used to avoid washed out appearance in larger typefaces, line art, boxes or backgrounds that are to be printed as black. Use the values of 100% Black and 30% Cyan to create a Rich Black. *However, be aware that this may cause marking or offsetting during the printing process.*

COLUMN SIZES

Columns	Inches
1	1.75"
2	3.625"
3	5.5"
4	7.375"
5	9.25"
6	11.125"

Full page Resorter.... 5 col. x 10.8491"

Full page Regional ... 6 col. x 19.5778"

Common Ad Sizes – Regional News

Full page 6x19.75" 118.5"

Half page..... 6x10" 60"

Quarter page 3x10" 30"

Eighth page 3x5" 15"

LOGOS & LOGOMARKS

Vector logos are the preferred format as .EPS or .PDF files. Minimum 1"x1" size. Bitmap .TIFF logos accepted in high resolution. *600 ppi at 100% preferred. 300 ppi accepted.*

The Lake Geneva Regional News and Resorter keep a library of logos on file. Logos are updated at the business owner's request.

PHOTOGRAPHY

Photography, illustrations or other images are preferred in .JPG, .JPEG, .TIFF or .PDF formats.

- All images must be high resolution for print. *300 ppi at 100% preferred. 200 ppi accepted.*

- Images intended for online advertisements only may have a resolution of 72 ppi at 100%. *150 ppi or higher accepted.*

- *Keep in mind that we can convert a color image into grayscale, but we cannot convert grayscale images to color.* Please send high resolution, color images to ensure the best print quality for your advertisement.

LINE ART

Vector line art or clip art is the preferred format as .EPS or .PDF files. Minimum 2"x2" size. Bitmap .TIFF line art accepted in high resolution. *600 ppi at 100% preferred. 300 ppi accepted.*

CONTACT

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General Manager/Editor

Rob Ireland

x100 rireland@lakegenevanews.net

Production Manager/Graphic Arts Director

Michael Reinsissel

x110 mreinsissel@lakegenevanews.net

Resorter & Special Sections Editor

Jessica Franzene

x111 jfranzene@lakegenevanews.net



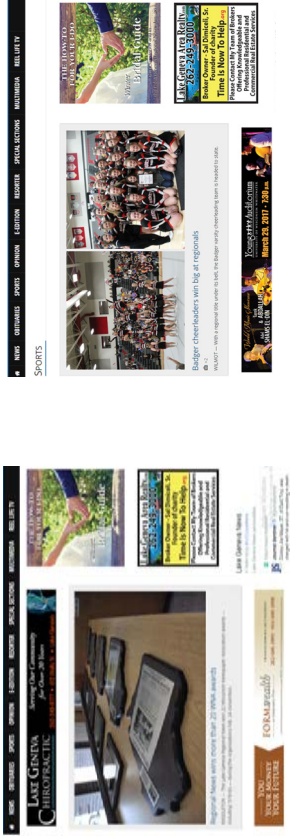
QUESTIONS

Questions and concerns can be directed to the Michael Reinsissel (262) 248-4444.

Michael Reinsissel

mreinsissel@lakegenevanews.net or

Lakegenevanews.net is the online center for news and information about Lake Geneva and its surrounding communities. We receive about 100,000 page views each month.



AD OPTIONS

LEADERBOARD Ad

Prime location at the top of the website lakegenevanews.net. No more than 3 in rotation per page, per month.

Shown actual size, 728 px X 90 px

Big Box Ad

Highly visible, flexible locations available.

Shown actual size, 300 px X 250 px

DIGITAL ADVERTISING RATES

IMPRESSIONS/ MONTH	20,000	30,000	40,000	50,000	60,000
LEADERBOARD	\$12.00	\$11.00	\$10.00	\$9.00	\$8.00
BIG BOX	\$12.00	\$11.00	\$10.00	\$9.00	\$8.00

Cost is per 1,000 impressions. Town News, our independent web provider, tracks impressions.

Contact us | 262.248.4444

General Manager
Rob Ireland, Ext. 100

Advertising Department

Phil Bonyata, Ext. 112 | pbonyata@lakegenevanews.net
Duane Hove, Ext. 113 | dhove@lakegenevanews.net

The Lake Geneva Regional News & Reporter

Keeping you current since 1872

315 Broad Street, Lake Geneva WI 53147
262.248.4444 | Fax: 262.248.4476
www.lakegenevanews.net | www.ReelLifeTV.net

Welcome Home

SOUTHEASTERN WISCONSIN LIVING

More than a real estate book, Welcome Home is an entire marketing program for Realtors/agencies, remodelers and contractors, as well as home improvement retailers.

That's because it attracts motivated buyers and regular readers of our local-topic editorial content.

We offer complimentary editorial space for your press releases, and a Featured Home page on a rotating basis. The monthly tabloid-size magazine is distributed throughout Southeastern Wisconsin, as well as being inserted in the Lake Geneva Regional News.

ADVERTISING OPPORTUNITIES:

Full page color ad: \$299
Half-page color ad: \$229
Front page banner ad (9" x 1.5"): \$225
(Frequency rates available)

Welcome Home will also be published on our popular website - www.LakeGenevaNews.net
For more information, contact your Lake Geneva Regional News advertising representative.



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