

Lake Geneva REGIONAL NEWS



Media Kit for the Lake Geneva Regional News and Resorter
2018

2018 ADVERTISING RATES

Lake Geneva REGIONAL NEWS

Keeping you current since 1872

The Resorter

current events

Lake Geneva REGIONAL NEWS
 Thursday, January 4, 2018
 lakegenevaregional.com \$1.50

Good boy! Dog brings home national award
 By Jeff Williams
 It's basically like the Super Bowl. And it's all thanks to a dog named...
 The dog, which is a...
 The dog, which is a...
 The dog, which is a...

County upgrades voting hardware for faster results
 By Scott Williams
 About 100 people in...
 The first time...
 The first time...
 The first time...

Library closes the book on overdue fines for kids
 By Scott Williams
 The Lake Geneva Public Library is...
 The Lake Geneva Public Library is...
 The Lake Geneva Public Library is...

Weekly Publications

Regional News

A paid circulation broadsheet-newspaper, locally operated and continuously published each week since 1872. The Regional News has a weekly press run of 5,000 copies.

The Resorter

A tabloid-size publication that highlights information from the Geneva Lake Area, featuring guides to community events, entertainment, restaurants and shopping. The Resorter is inserted weekly into the Regional News and additional copies are distributed for free at resorts, hotels, restaurants, shops and chambers. The Resorter has a weekly press run of 8,000 copies.

COLUMN SIZES

Column	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 10.5"
 Full page Regional....6 col x 19"

REGIONAL NEWS RATES

1" to 5"	\$11.60
6" to 14"	\$9.50
15 to 50"	\$8.40
51" to 94"	\$7.70
95" to 114"	\$6.40

Common Ad Sizes - Regional

Full page.....114"..... \$729.60
 Half page.....60".....\$462
 Quarter page....30".....\$252

RESORTER RATES

1 to 11"	\$12
12" to 22"	\$9.85
23" to 33"	\$9.65
34" to 44"	\$8.65
45" to 52.5"	\$7.85

Common Ad Sizes - Resorter

Full page.....52.5"..... \$412.13
 Half page.....26.25".....\$253.31
 Quarter page....13".....\$128.05

COLOR RATES

1" to 10"	\$3/col. inch
11" to 60"	\$50 flat
60" and up	\$75

Combination Rates

Place an advertisement in both The Resorter and Lake Geneva Regional News at a discounted combination price of \$14.50 per column inch.

Frequency Discounts

Clients who commit to multiple ads within a 16-week period will receive a frequency discount.

3 ad commitment	10 percent discount
5 ad commitment	20 percent discount
10 ad commitment	30 percent discount

Long-term contract rates are also available, please ask your sales representatives for more information.

CONTACT

The Lake Geneva Regional News
 315 Broad St. • P.O. Box 937 •
 Lake Geneva, WI 53147
 Phone 262.248.4444

General Manager — Robert Ireland
 Sales Representative — Duane Hove
 Sales Representative — Phil Bonyata

Premium advertising in The Lake Geneva Regional News



Front page banner ad Section A Size 5 columns wide by 2.5

Number of Weeks	Cost
1-3	\$285
4-11	\$275
12-17	\$265
18+	\$250

Front page banner ad Section B & D Size 6 columns wide by 2

Number of Weeks	Cost
1-3	\$195
4-11	\$185
12-17	\$175
18+	\$165

Front page banner ad Section C Size 6 columns wide by 2

Number of Weeks	Cost
1-3	\$95
4-11	\$85
12-17	\$75
18+	\$60

Top of the page ad Section D Size 2.5 inches wide by 2 inches tall

Number of Weeks	Cost
1-3	\$95
4-11	\$85
12-17	\$75
18+	\$60



Section A Spadea

The spadea wraps around the frontpage of the newspaper. A spadea is \$3,000. Purchase both Section A and B spadeas for \$4,200.

Full-page center spread

Cover two facing pages for \$1,500

Inserts

Preprints advertising opportunities are available with the Lake Geneva Regional News. Preprint should be delivered to 333 S. Wuthering Hills Dr. - Janesville, WI 53546 the Wednesday prior to the insertion.

RATES

\$60 per \$1,000 inserts
\$50 per 1,000, inserts with a 52-week commitment. The maximum weight per insert at this rate is one ounce.

CONTACT US

Robert Ireland
General Manager
262-248-4452
rireland@lakegenevanews.net

Duane Hove
Sales Executive
262-248-4444 ext. 113
dhove@lakegenevanews.net

Phil Bonyata
Sales Executive
262-248-4444 ext. 112
pbonyata@lakegenevanews.net

Ann Desecki
Billing
262-248-4444 ext. 102
adesecki@lakegenevanews.net

The REGIONAL NEWS
315 Broad St.
P.O. Box 937
Lake Geneva, WI 53147
262-248-4444
262-248-4476

BILLING

PAYMENTS

Bills are mailed at the beginning of each month for advertising that appeared in the previous month. Payment is due within 30 days.

TERMS FOR ACCOUNTS WITH CREDIT

Finance charges are computed on a periodic rate of 1.2 percent per month.

POLICIES

CANCELLATION REQUIREMENTS

Cancellations, changes or insertions dates and/or corrections must conform to published deadlines. Cancellation of "until further notice" order must be confirmed in writing.

LIABILITY FOR ERROR

The Lake Geneva Regional News is not liable for failure to print, publish or distribute all or any portion of an issue in which advertising is scheduled to appear if such failure is caused by circumstances beyond its control. The company is not liable

by any reason of error, for which it may be responsible, beyond actual space occupied by the item in which the error occurred.

In the case of typographical error, the company is not responsible beyond first insertion. The Regional News is not liable for omissions or failure to insert an advertisement. Advertisements submitted after deadline for proof service are submitted at advertiser's risk; the company is not liable for errors or omissions. Claims for such liability must be submitted to the newspaper within 30 days after publication and will not be honored if copy or corrections were submitted after the publishing deadline. No adjustment of any kind will be made for errors that do not affect the value of the advertisement.

INCORRECT QUOTES

Incorrect rates or conditions on quotes or insertion orders will be regarded as clerical errors, and the advertisement will be published and charged at the applicable rates and conditions at the time of publication.

PREMIUM POSITIONING

The LGRN will reserve ad placement in particular positions within the paper for a premium price. Special position requests can be secured at a 25 percent extra charge.

ADVERTISEMENTS/NEWS FORMATS

Advertising that might be mistaken by a reader as news or features must be clearly marked as "paid advertisement."

POLITICAL

All political advertising must be prepaid by cash, credit card or certified check with order, and must be designated as "paid political advertising," stating the name of the person authorizing its publication and candidate(s) on whose behalf it is published.

OMISSIONS OR FAILURE TO INSERT

Our liability for omitting an advertisement from any edition in which it was scheduled or ordered for publication is limited to publishing the advertisement in another mutually agreeable edition at applicable rates.

DIGITAL SPECIFICATIONS

The following guidelines are intended to help clients achieve the finest results when printing advertisements in the Lake Geneva Regional News and The Resorter.

- Pre-designed advertisements are preferred in a PDF file format. *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 using Adobe Illustrator, please outline the fonts.
- 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 avoided.

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 reso-

lution 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.*

COLUMN SIZES	
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Full page Resorter..... 5 col. x 10"
Full page Regional 6 col. x 19"

Common Ad Sizes – Regional News
Full page.....6x19".....114"
Half page6 x 10"..... 60"
Quarter page .3 x 10".....30"
Eighth page3 x 5" 15"

Common Ad Sizes – Resorter
Full page..... 5 x 10.5"52.5"
Half page 5x 5" 27.5"
Quarter page . 2 x 7" 14"
Eighth page .. 2 x 3.5"7"



INFO SHEET FOR LAKE GENEVA REGIONAL NEWS PRODUCTS

These specs will give your ad the best reproduction quality possible

This sheet contains various information that can be used by customers creating their own ads, or as general information about ad sizes and deadlines for use by both customers and Regional News sales representatives.

ELECTRONIC ADVERTISEMENT SUBMISSION INFORMATION:

The Lake Geneva Regional News is capable of receiving AP Adsenders and Fast Channel ads, as well as Wisconsin Newspaper Association. FTP space is available for ad upload if needed. To correctly print your file, the Regional News will need the following information:

We prefer ad submission to be PDFs rather than live files if possible. However, if that's not possible, please include all bulleted items from list below. Also use these color and technical guidelines to design an ad that will be later distilled into a PDF.

- A composite proof at 100%
 - A native file if not submitting a PDF: Adobe Illustrator®, Photoshop®, or InDesign®.
 - All linked graphics: EPS, TIFF, or JPG, etc.
 - To avoid font problems in Adobe Illustrator® or Freehand graphics, "create outlines" around all typefaces.
 - All photos or other artwork in the document should be grayscale or CMYK format (not RGB, Lab, etc.) The Regional News prints at 100 lpi/300 dpi for color and grayscale, and 500 dpi for line art/bitmaps. Glossy Magazine images should be designed at 100 lpi/300 dpi.
 - All color used on the ad should be in CMYK format (no Pantone or other colors)
 - All screen and printer fonts used within the document and with all linked graphics. Remember to include all styles used (bold, condensed, italic, etc.)
- Please copy all electronic files to be submitted onto removable media, title the folder with your company name and run date, if known.
- Please also keep in mind that we can send you settings for distilling PDF files.

If possible, ads should be sent directly to your sales rep.

THE REGIONAL NEWS AD MATERIAL SUBMISSION FTP INFORMATION:

Host: ftpads.kenoshanews.com
Username: kenoshanews
Password: YOUR EMAIL ADDRESS
 (example: you@you.com)

Once you upload your ad to the ftp site, please send an email to ads@kenoshanews.com telling us you have uploaded the ad, include your name, state your company and the dates when your ad is running in the email. Also, feel free to add any information, such as contact numbers, you feel we might need.

THE REGIONAL NEWS PLATFORM & PROGRAM INFORMATION:

The Kenosha News Media Services department — which handles ads for the Regional News — runs MACs for file conversion.

Software Used: Adobe® Illustrator, Photoshop, Acrobat, InDesign CS 5.5 and Multi-Ad Creator Professional 6.5

We apologize for any inconvenience, but we cannot accept any Microsoft Publisher files.

Disc type & capacity: CD, DVD, USB Key/Jump/Flash Drive.

GLOSSY MAGAZINE:

- All color is process (CMYK).
- All photos must be 300 dpi.

WEB ADS:

- No Flash format

USE CMYK ONLY

BLACK (C=0, M=0, Y=0, K=100)