

## HILL & LAKE PRESS ADVERTISING RATES 2021

Hill and Lake Press, founded in 1975, is a *non-profit volunteer* neighborhood newspaper serving the area around Lake of the Isles and Cedar Lake. Hill and Lake Press, a founding member of the Neighborhood Press Association, has been cited as “Best Newspaper of its Class” several times. Circulation: 6000.

Hill and Lake Press is distributed door-to-door usually the **third weekend of each month** to residents living west of Hennepin Avenue, north of Lake Street, east of France Avenue, and south of Dunwoody Boulevard. Bulk deliveries are made to the following area businesses: The Walker Art Center, Kenwood Rec Center, Corner Balloon Shop, Isles Bun & Coffee, Lowry Hill Liquor, Sebastian Joe’s, Calhoun Vision, Quality Coaches, Dunn Brothers, Uptown YWCA, Kenwood Barbers, ARTrageous Adventures, Dunn Brothers Coffee Shop, Birchbark Books, MidwestOne Bank, Hennepin Lake Liquor, and The Woman’s Club of Minneapolis.

Popular sizes:	Black & White	4 Color (CMYK)	Spot Color
Minimum ad size: 2”h by 3 ¼”w	\$48.30	\$30.45	\$16.00
3”h by 3 ¼” (1 col.) w	\$57.75	\$43.05	\$24.00
4”h by 3 ¼” (1 col.) w	\$85.25	\$55.65	\$32.00
5”h by 3 ¼” (1 col.) w	\$112.75	\$68.25	\$40.00
6”h by 3 ¼” (1 col.) w	\$140.25	\$80.85	\$48.00
7”h by 3 ¼” (1 col.) w	\$167.75	\$93.45	\$56.00
3”h by 6 ¾” (2 col.) w	\$132.50	\$80.85	\$48.00
4”h by 6 ¾” (2 col.) w	\$160.00	\$106.05	\$64.00
5”h by 6 ¾” (2 col.) w	\$187.50	\$131.25	\$72.00
6”h by 6 ¾” (2 col.) w	\$215.00	\$156.45	\$76.00
7”h by 6 ¾” (2 col.) w	\$242.25	\$181.65	\$78.00
8”h by 6 ¾” (2 col.) w	\$266.50	\$206.85	\$81.00
9”h by 6 ¾” (2 col.) 2	\$302.00	\$232.05	\$84.00
3”h by 10 1/8” (3 col.) w	\$173.25	\$129.15	\$87.00
Half page: 7 ½”h by 10 1/8”w (Discounted)	\$309.75	\$199.50	\$87.00
Full page: 15” h by 10 1/8”w (Discounted)	\$575.25	\$220.75	\$117.00

*Color costs noted above are in addition to the cost of a black and white ad. All ads exceeding the exact column inches contracted for will be billed at the next column inch. Ads requiring publishing assistance will be billed at \$90.00 per hour. Acceptable file formats: PDF, EPS, TIFF, or JPG. Microsoft Word may require publishing assistance. Please, no publisher files. Color: Color ads should be designed in CMYK (Cyan, Magenta, Yellow, & Black). All black text should be created in black ink only. Photos and text should be converted to 300 DPI before converting to final acceptable file format. Spot color ads must have the specific spot color designated.*

Mechanical Requirements: offset printing; tabloid, 11” x 17”; 85 line screen for photos; 3 Columns per page: 1 col: 3 1/4” / 2 col: 6 3/4” / 3 col: 10 1/8” wide. Inserts: 6,000 machine inserted pieces \$225.00

As a non-profit neighborhood publication, **HILL and LAKE PRESS** does not pay agency commissions. **NEW ADS and POLITICAL ADVERTISING: CASH or CHECK IN ADVANCE ONLY.** Please mail check to Hill and Lake Press c/o Jean Deatrck, 1821 Dupont Ave S, Minneapolis, MN 55403.

**DEADLINES:**

Space reservation deadline is approximately two weeks before the third Friday of each month. Rates are for **PRINT READY** ads delivered to **Jean Deatrck, 1821 Dupont Ave S., Minneapolis, MN 55403**, preferably sent as an email attachment to **hillandlakepress@gmail.com**

**HILL and LAKE PRESS** reserves the right to revise or reject any advertisements deemed objectionable. The **HILL and LAKE PRESS** is not responsible for inaccurate prices that it may publish.

**Executive Editor**  
**Jean Deatrck**  
**(612) 377-7353**

**Business Manager**  
**Heather Deatrck**  
**612-377-7353**