



# Hill & Lake Press

‘Where the biggies leave off...’

Published for the East Isles, Lowry Hill, Kenwood & Cedar-Isles-Dean Neighborhoods

2024 Print Advertising Rates & Specifications

## PRINT ADVERTISING RATES AND DEADLINES

### AD SIZES:

Ad sizes and rates have been refined to 6 choices –

**Full Page - \$899**

(10”w X 15”h)

**Half Page - \$529**

(10”w X 7.5”h)

**Quarter Page - \$349**

(5”w X 7.5”h; vertical orientation)

**Quarter Page Banner - \$349**

(10”w X 5”h; horizontal orientation)

**Eighth Page - \$149**

(5”w X 3.75”h; horizontal orientation)

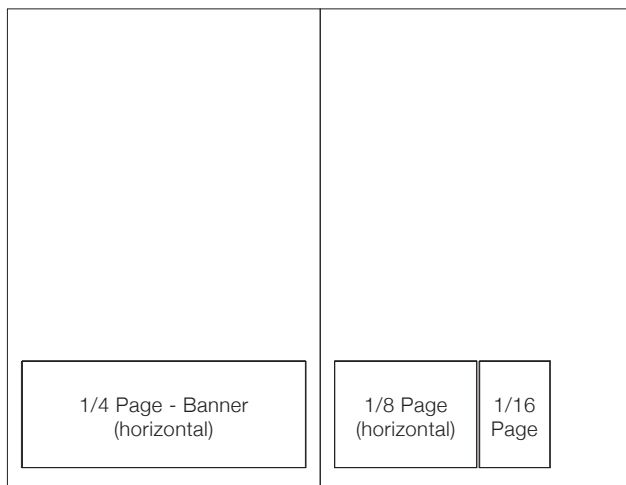
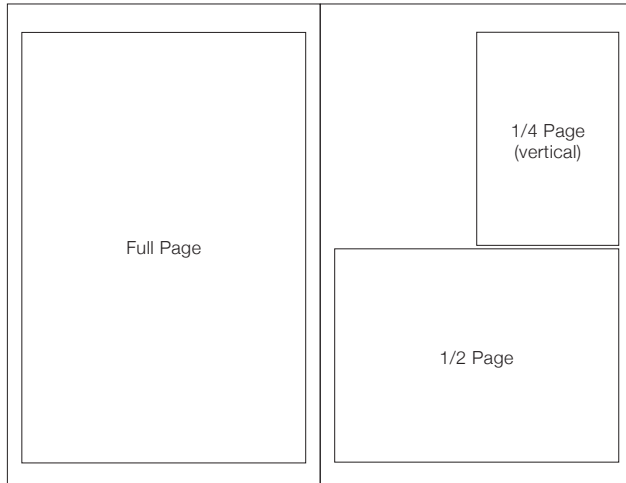
**Sixteenth Page - \$89**

(2.5”w X 3.75”h; vertical orientation)

### AD DEADLINES:

Below are the deadlines for reserving ad space and submitting ad materials to the publication –

Month	Reserve Space	Ad Submission
January	12/11/23	12/15/2023
February	01/11/24	01/15/2024
March	02/11/24	02/15/2024
April	03/11/24	03/15/2024
May	04/11/24	04/15/2024
June	05/11/24	05/15/2024
July	06/11/24	06/15/2024
August	07/11/24	07/15/2024
September	08/11/24	08/15/2024
October	09/11/24	09/15/2024
November	10/11/24	10/15/2024
December	11/11/24	11/15/2024



Any questions about these ad rates or specifications should be directed to:

**Barb Davis**  
Advertising Manager  
barb@hillandlakepress.org  
612-554-0994

### 501(c)(3) NON-PROFIT:

Ask for our non-profit pricing.

### AD CREATION:

Need help creating an ad? Hill & Lake Press offers graphic design and copy writing services to help smaller, independent businesses who might not have the resources to create an ad themselves. Our rates are competitive, starting at \$125.00/hour, however, these services do not include logo creation.

If you commit and purchase an entire 12 months of advertising, we offer a complementary hour of graphic design and copy writing services.



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## PRINT ADVERTISING SPECIFICATIONS

### PREFERRED FILE FORMAT:

A high resolution (300 dpi) Adobe PDF or PDF/X-1a with embedded fonts, CMYK colors, and flattened transparency. Please do not include crop marks, but do include .125" bleed on all four sides.

### ACCEPTABLE NATIVE-FILE FORMATS:

Adobe InDesign, Adobe Illustrator, Adobe PhotoShop. All images/elements must be 300DPI at 100% of size, JPEG format. Adobe Illustrator files must have all fonts converted to outlines.

### FONTS:

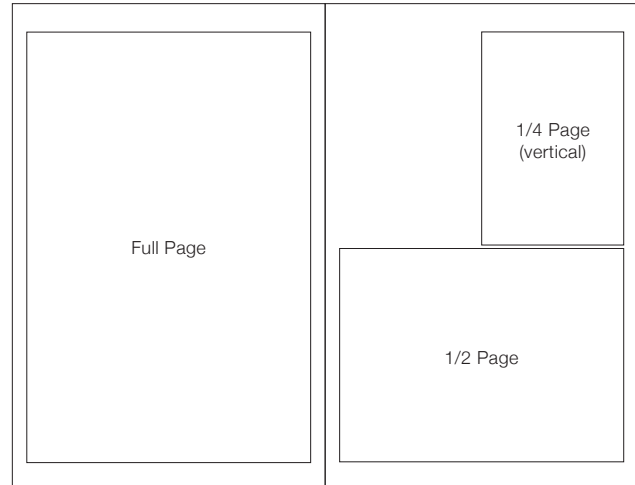
*Open Type fonts are industry standard and preferred.* Please note that Adobe will disable support for of Type 1 fonts (PostScript, PS1, T1, Adobe Type 1, Multiple Master, or MM) in January 2023. Type 1 fonts can be problematic and not render correctly. We are not responsible for errors caused by Type 1 fonts.

### COLOR:

*Everything must be in CMYK format and color corrected. RGB files are unacceptable.* All other color formats (RGB, Pantone/PMS..) will be converted to CMYK. We are not responsible for colors which must be converted to CMYK. Overall printing maximum density of all colors cannot exceed 300%.

### AD MATERIAL SUBMISSION:

Ads (25mbs or less) can be emailed to Barb Davis, Advertising Manager, at [barb@hillandlakepress.org](mailto:barb@hillandlakepress.org). For larger file sizes, we suggest using WeTransfer.com, which is a free, online file transfer and sharing platform. Please let us know if you need any further assistance with sending larger files.

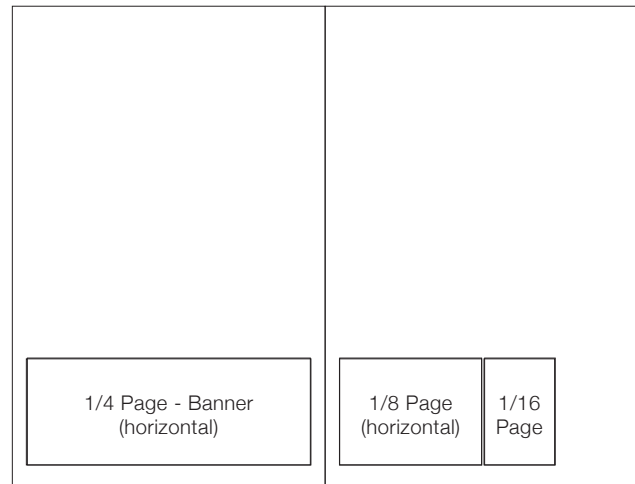


Ad sizes:

**Full Page** - 10"w X 15"h

**Half Page** - 10"w X 7.5"h

**Quarter Page** - 5"w X 7.5"h; vertical orientation



**Quarter Page Banner** - 10"w X 5"h; horizontal orientation

**Eighth Page** - 5"w X 3.75"h; horizontal orientation

**Sixteenth Page** - 2.5"w X 3.75"h; vertical orientation