

# Advertising Rates and Policies

## “On the Lake”

A Quarterly Publication of the Lake Minnetonka Association

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“*On the Lake*” is the quarterly newsletter of the LAKE MINNETONKA ASSOCIATION. This publication is received by about 5,000 lakeshore residents. “On the Lake” is published in April, July and November.

### Advertising Policies

The Lake Minnetonka Association encourages advertising from lake-associated businesses. The U.S. Postal Service does not allow advertising in publications mailed using a nonprofit permit for these kinds of ads:

- Insurance policies
- Travel Arrangements
- Credit or debt services

The LMA Board policy limits advertising from real estate agents to business-card size ad. Advertising of services with no clear lake-related interest may be refused.

Advertising space is limited to LMA Business Members only.

### Advertising Rates\*

|                    |                   |
|--------------------|-------------------|
| ½ page, back cover | \$1,000 per issue |
| ½ page, inside     | \$500 per issue   |
| Business card size | \$250 per issue   |

Discounts: 2-issues (5%); 3 issues (15%)

\* Ad copy submitted electronically. Extra graphic costs may be charged back.

### Advertising Deadlines

Two-color (same two colors as in the newsletter), ads (electronic preferred) must be submitted with pre-payment by the 15<sup>th</sup> of the month preceding publication.

### Contact

For more information or to submit ads, contact:

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