



Community Publications

Andrea Escher
Managing Editor and Advertising Director

PO Box 83130 • Gaithersburg, MD 20883-3130
310-519-1678 • leader@lakelands.org

The LAKELANDS Leader and www.lakelands.org

ADVERTISING RATES

Size	Single Issue	3X	6X
Business Card	\$35	\$100	\$180
Quarter 5"W x 6"H	\$85	\$235	\$430
Half 10"W x 6"H or 5"W x 12"H	\$155	\$430	\$780
Full Page 10"W x 13"H	\$295	\$805	\$1,455
* Website *	\$5	\$13	\$25

Any of the Above Sizes

Note: Call the Advertising Director to inquire about spot or full color.
Advertising rates are subject to change without notice.

TECHNICAL REQUIREMENTS

Ads for the publications must be submitted as black and white "camera-ready" art, with halftones and screens at 85 lines per inch. Ads should be mailed along with payment to the advertising director at the above mailing address. Digital files may be sent via email, and should be high-resolution PDF or JPEG files. Please ask the Advertising Director about our reasonably priced advertising layout services.

PAYMENT

Please make checks payable to The Lakelands Leader. Sorry, credit cards not accepted.

SUBMISSION INFORMATION

All articles, letters, calendar entries, features and photos must be submitted by the 15th of the month preceding publication. Articles may be submitted to the editor at the above address.

Advertising deadline is the 15th of each month.

LOG ON TODAY! • WWW.LAKELANDS.ORG

The **LAKELANDS** Leader

JUNE 2004 Volume 6 Issue 6

what's news?
Traffic Changes Coming Soon
Kubinger Jim Performing in Lakelands
Planting Plans Presented
Our Team
Lakelands Living

Ceremonial Ground Breaking Held for Quince Orchard Middle School
Elected Officials Join in Celebration Of Construction in Lakelands
Lakelands Park Prepares for Opening Ball Fields Won't Open Till Spring 2005

Stakeholders Meeting Held To Discuss Future Of National Geographic Site
Skill Unknown if the City Will Rezone the Site for a Mixed-Use Development

Take a Little Trip
The Leader Debuts the KIDZONE
Lakelands Living

Stakeholders Meeting Held To Discuss Future Of National Geographic Site
Skill Unknown if the City Will Rezone the Site for a Mixed-Use Development

Lakelands Park Prepares for Opening Ball Fields Won't Open Till Spring 2005

The Official Newspaper for the Lakelands Community

Publication Date:
1st of each month

Distribution Info:

Delivered to every home and local retail business in the area and in news racks throughout the Kentlands Market Square, Midtown Shops and the Kentlands Square Center.

Note: The Lakelands Leader reserves the right to refuse advertising it deems objectionable.



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ADVERTISING SIZES

Some publications do not offer all of the sizes illustrated.

Eighth
Vertical: 2.5"W x 6"H
Horizontal: 5"W x 3"H

Business Card

Quarter
5"W x 6"H

Half
Vertical: 5"W x 12"H
Horizontal: 10"W x 6"H

Full Page
10"W x 13"H

Note: Most ads are printed in black and white. *Spot color* is available for an additional cost; call advertising director to obtain rates for process color.

TECHNICAL REQUIREMENTS

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PAYMENT

Cash or checks accepted. Sorry, credit cards are not accepted.

SUBMISSION INFORMATION

All articles, letters, calendar entries, features and photos must be submitted by the advertising deadline. Please refer to the black sidebar to the right for deadlines specific to the publication of interest.

Note: Community Publications reserves the right to refuse advertising it deems objectionable.



Advertising Deadline :
5th of each month

The Fallsgrove Times
email: fallsgrovetimes@aol.com

Publication Date:
20th of each month

Distribution Info:

Delivered to over 1,000 homes and local retail businesses in Fallsgrove.



Advertising Deadline :
30th of each month

Kentlands Town Crier
email: towncriernews@aol.com

Publication Date:
15th of each month

Distribution Info:

Delivered to every home and business in Kentlands, including Midtown, Market Square, and Kentlands Square.



Advertising Deadline :
15th of each month

The Lakelands Leader
email: leader@lakelandsads.org

Publication Date:
1st of each month

Distribution Info:

Delivered to every home and business in the area, including Midtown, Market Square, and Kentlands Square.



Advertising Deadline :
15th of each month

The Viewpoint
email: theviewpointnews@aol.com

Publication Date:
Quarterly

Distribution Info:

Delivered to every home and business in The Vistas and Woodcliffe Park.