



Spring/Summer 2013 Issue
Media Kit

The Index-Journal Co. | P.O. Box 1018 Greenwood, SC 29648 | 864.223.1411
lakelandsparent@indexjournal.com

About our magazine | **Space Reservation Deadline: Monday, April 1, 2013** |

Ad copy deadline: Friday, April 5, 2013 | **Distribution:** 16,000 - Includes 14,000 copies with Index-Journal Sunday newspaper delivery + 2,000 copies to locations frequented by Lakelands moms and dads | **Format:** 8.375 in x 10.875 70# slick with bleed and color capability on every page | **Frequency:** Lakelands Parent will be printed biannually - a Spring/Summer edition & a Fall/Winter edition - six-month shelf life

Ad Dimensions



AD SIZE	WIDTH	DEPTH	TRIM	SAFE AREA
1 - Full Page Bleed	8.375	10.875	1/8 in.	7.875 x 10.375
2 - Full Page - No Bleed	7.875	10.375	N/A	N/A
3 - Half Page - Horizontal	7.875	5.125	N/A	N/A
4 - Half Page - Vertical	3.85	10.375	N/A	N/A
5- Quarter Page	3.85	5.125	N/A	N/A
6- Eighth Page	3.85	2.5	N/A	N/A

Color

Every Full, Half and Quarter Page ad includes color (black and white is not an option for any ad 1/4 page or larger).

Family Marketplace

Eighth page ads are available only in the Family Marketplace section in the last pages of the magazine. Family Marketplace ads can be either color or black/white and can include one graphic, no special fonts, no special borders, and text is restricted to basic business info.



Advertising Rates | ★ Advertisers who commit to running in both the Spring/Summer and Fall/Winter editions of Lakelands Parent will receive a per ad discount.

Basic ads - color included

AD SIZE	PRICE 2 Run Commitment	PRICE 1 Run Commitment
Full Page - Bleed	\$825	\$875
Full Page - No Bleed	\$825	\$875
Half Page	\$425	\$475
Quarter Page	\$275	\$325

Premium ads - color included

LOCATION	PRICE 2 Run Commitment	PRICE 1 Run Commitment
Back Cover	\$1100	\$1175
Inside Front Cover	\$975	\$1050
Inside Back Cover	\$900	\$975

Family Marketplace ads

AD SIZE	COLOR PRICE 2 Run Commitment	COLOR PRICE 1 Run Commitment
Eighth Page	\$150	\$175

AD SIZE	B&W PRICE 2 Run Commitment	B&W PRICE 1 Run Commitment
Eighth Page	\$100	\$125

Deadlines

Monday, April 1, 2013 | Space must be reserved by this date

Friday, April 5, 2013 | Ad copy is due



Special Discounts for Lakelands Parent Advertisers!

Parents' Expo Discount

Any Advertiser who commits to running in both the Spring/Summer AND Fall/Winter editions of Lakelands Parent will receive a 10% discount off of the early bird booth price at the Index-Journal's Parents' Expo - scheduled for Saturday, August 24, 2013 at the Greenwood Mall! Our first Parents' Expo drew over 4,000 attendees and 50+ exhibitors!

Don't miss the 2013 Parents' Expo!

Kidsville News! Discount

Any Advertiser in the Spring/Summer edition of Lakelands Parent receives a 20% discount in the May, June, and/or July editions of Kidsville News! Kidsville News!™ is delivered FREE to all K-5 through 5th grade students in School Districts 50, 51 & 52, as well as to Cambridge Academy and area preschools, and is available for FREE in racks at family-friendly locations throughout Greenwood County. Total distribution during the school year=8,500 copies. During summer months, delivery is at daily summer camps and child care centers and is approximately 4,000 copies.



Digital ad submission guidelines (preferred method for receiving ads/graphics)

If material is received in any format other than what is listed below, *Lakelands Parent* cannot be held responsible for the reproduction of the advertisement. All submitted artwork/graphics will be processed on Apple computers. (PC files are accepted only if all fonts are correctly embedded.)

REQUIRED WHEN SUBMITTING GRAPHICS OR ADS DIGITALLY:

- Accepted format: only PDF files will be accepted
- Begin all file names with name of business (ie. BobsBalloons_springad.pdf)
- Photos, graphics or artwork sent separately for our layout staff to use in ad production should be a minimum of 200 dpi, and saved as tiff, eps or jpeg (images copied from the internet are not sufficient quality)
- If submitting press-ready ads, document size should equal finished ad size (ie. do not submit a quarter page ad on a document set up at 8.5x11)
- **We DO NOT accept ads in MS Word, PowerPoint, Publisher, Excel or Quark files**

PDF REQUIREMENTS:

- Graphics embedded in a PDF should confirm to the specifications of their native programs as outlined below. (See Photoshop & Illustrator below)

FOR FILES ORIGINALLY DONE IN INDESIGN:

- Use only Postscript Type 1 fonts
- Change all type to outlines

FOR FILES ORIGINALLY DONE IN PHOTOSHOP

- Flatten all layers
- Size and crop images according to use in document
- Line art - 300 to 1200 dpi
- Grayscale - 200 dpi
- Color - 300 dpi - CMYK

FOR FILES ORIGINALLY DONE IN ILLUSTRATOR

- Change all type to outlines
- Mode for color ads should be CMYK (no RGB or Pantone)
- Art for black and white Marketplace ads should be converted to grayscale

EMAIL

- Send ads/artwork to lakelandsparent@indexjournal.com
- We can accept your ad/artwork via email if it is smaller than 5 megabytes.
For attachments larger than 5 MB, please contact Mundy Price at 864-943-2532



Advertising Agreement with The Index-Journal Co. Effective January 2013

Company/Org. Name: _____
 Physical Address: _____
 City: _____ State: _____ Zip: _____
 Billing Address: ☐ Same as above - or - Street: _____
 City: _____ State: _____ Zip: _____
 Company/Org. Phone: _____
 Primary Contact: _____ Title/Position: _____
 Primary Contact Phone: _____
 Email: _____ website: _____
 Person responsible for payment: _____

_____ of _____
 Printed name of authorized company representative Name of business/company/agency

agrees to the terms stated below to advertise in *Lakelands Parent*, a publication of The Index-Journal Co.

Basic Ad Size	2 Runs	1 Run
Full Page - Bleed	<input type="radio"/> \$825/run	<input type="radio"/> \$875/run
Full Page - No Bleed	<input type="radio"/> \$825/run	<input type="radio"/> \$875/run
Half Page	<input type="radio"/> \$425/run	<input type="radio"/> \$475/run
Quarter Page	<input type="radio"/> \$275/run	<input type="radio"/> \$325/run

Family Marketplace	2 Runs	1 Run
Eighth Page	Color <input type="radio"/> \$150/run	Color <input type="radio"/> \$175/run
Eight Page	B&W <input type="radio"/> \$100/run	B&W <input type="radio"/> \$125/run

TERMS AND CONDITIONS

- It is understood that the publisher reserves the right to revise rates at any time upon thirty (30) days notice in writing. The advertiser reserves the right to cancel this contract without adjustment charges at any date upon which new rates are made effective by the Publisher of *Lakelands Parent* magazine, hereafter referred to as The Index-Journal Co.
- In the event any tax is imposed on magazine advertising, the advertiser specifically agrees that such tax shall be added to the rate set forth in this contract.
- It is agreed that under no circumstances will the The Index-Journal Co. be responsible for the sale of goods by reason of errors in advertisements. When such errors occur, The Index-Journal Co. will furnish a letter to be displayed where goods are located stating that an error was made.
- The Index-Journal Co. reserves the right to reject or cancel any advertisements at any time.
- **Invoices are due Net 30. All charges related to Lakeland's Parent magazine will be billed from The Index-Journal Co. and included in the advertiser's Index-Journal advertising invoice when applicable. Billing with approved credit only. Accounts with a past due balance of 30 days or more will be subject to a 2% finance charge on the past due balance until the account is paid in full. Accounts turned over to collection will be assessed all fees incurred by The Index-Journal Co. Advertiser agrees to pay these fees in addition to the balance owed for services rendered.**
- **IF THE ADVERTISER FAILS TO COMPLY WITH THE 2 RUN COMMITMENT, THE ADVERTISER WILL BE INVOICED FOR THE DIFFERENCE IN THE PRICE FOR A 2 RUN COMMITMENT AND THE 1 RUN COMMITMENT.**
- Advertisers will not be allowed to advertise anything foreign to their regular business in their space nor permit the use of their space by others.
- Assignment—For value received, advertiser hereby assigns to The Index-Journal Co. all right, title and interest in and to all layouts of advertisements placed with *Lakelands Parent* magazine, which

Premium Location	2 Runs	1 Run
Back Cover	<input type="radio"/> \$1100/run	<input type="radio"/> \$1175/run
Inside Front Cover	<input type="radio"/> \$975/run	<input type="radio"/> \$1050/run
Inside Back Cover	<input type="radio"/> \$900/run	<input type="radio"/> \$975/run

First run date:

Spring/Summer _____ Year _____
 Fall/Winter _____ Year _____

Second run date: (if applicable)

Spring/Summer _____ Year _____
 Fall/Winter _____ Year _____

- represent the creative effort of the newspaper company and/or utilization of its own illustration, art, labor, composition or material. Advertiser understands that because of said assignment, he cannot authorize photographic or other reproduction of any such advertising layout appearing in *Lakelands Parent* magazine, in any other publication without the express written consent of The Index-Journal Co. It is further understood that this assignment does not preclude advertiser from supplying to other publications similar or identical material or information for production of advertisements by such publications or from suggesting the content or form of such advertisements.
- Proofs can be provided on request and only when original copy is received by deadline. When Proofs are furnished, it is only for correction of errors or deviation from copy. Composition charges will be made for revision of original copy and changes will be made only when it will not delay publication of the magazine. Additional proofs cannot be provided for revised copy. When photographs are used in an advertisement, The Index-Journal Co. reserves the right to require an affidavit authorizing use.
 - Reserved ad space or advertisements set but cancelled prior to first run date, but cancelled after deadline will be charged at 50% of the space cost.
 - In the event of an error, The Index-Journal Co. will make prompt publication of corrections and/or upon request will furnish a letter to be posted stating correction. The Index-Journal Co. does not assume any liability for goods sold at an incorrect price and will be responsible only for the amount of space in which the error occurred. Claims for errors in advertisements allowed for first run date only. Failure to print any advertisement in one or more issues shall not hold the Index-Journal Co. liable for any damages.
 - Position requests for ad location will be honored when possible and convenient, other than for Premium Location purchases. Failure on behalf of layout personnel to meet position requests will not constitute cause for adjustment, refund or re-run.

_____ of _____
 Signature of authorized company representative Name of business/company/agency

Date: _____

Advertising Representative: _____

Include special ad instructions on next page

☐ Ad will come press-ready | from: _____

☐ Graphics/artwork will be emailed | from: _____

Special Instructions : _____

