

## Showcasing the lifestyle foundation ... Keefe's Lake & Country media.

- Homes • Lifestyle Products & Services • Custom Building & Remodel Projects
- Recreation • Shopping for Visitors & Residents.

**Magazine** ... Lake & Country's high quality reflects your business, ensures higher readership and retention, since 1993.

Custom ad design is "no-charge" to help deliver your unique message... cost-effectively communicate with our affluent readers.

**Web Concierge Service** ... Lake & Country's on-line lifestyle forum provides user-friendly categories and interactive features.

Blog opportunities for advertisers to create a buzz ... how your business interacts with and supports the community.



## Advertising Packages

### INTEGRATED MEDIA

*Strengthen Image, Lead Gen, Print, Drive Day-To-Day Web Traffic*

- Magazine advertising size & frequency
- See price list / monthly billing available
- 20,000 home delivery + 15,000 rack delivery
- FREE enhanced magazine listing
- Directory of Concierge Service advertisers
- FREE Web Concierge Service listing

### Exclusive features ...

- BLOG Posts • e-Mail link • On-line Ad

### Standard features ...

- Logo & Positioning Line • Contact Info
- Web Site Link • Promo & Discount Button
- 5% discount on pre-paid terms + frequency discounts for multiple issue advertisers

### WEB CONCIERGE SERVICE ONLY

*Drive Day-To-Day Web Traffic*

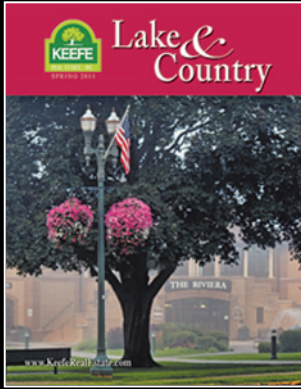
- Web Concierge Service Listing
- See price list / Monthly billing
- 6 month enrollment

### Standard features ...

- Logo & Positioning Line • Contact Info
- Web Site Link • Promo & Discount Button



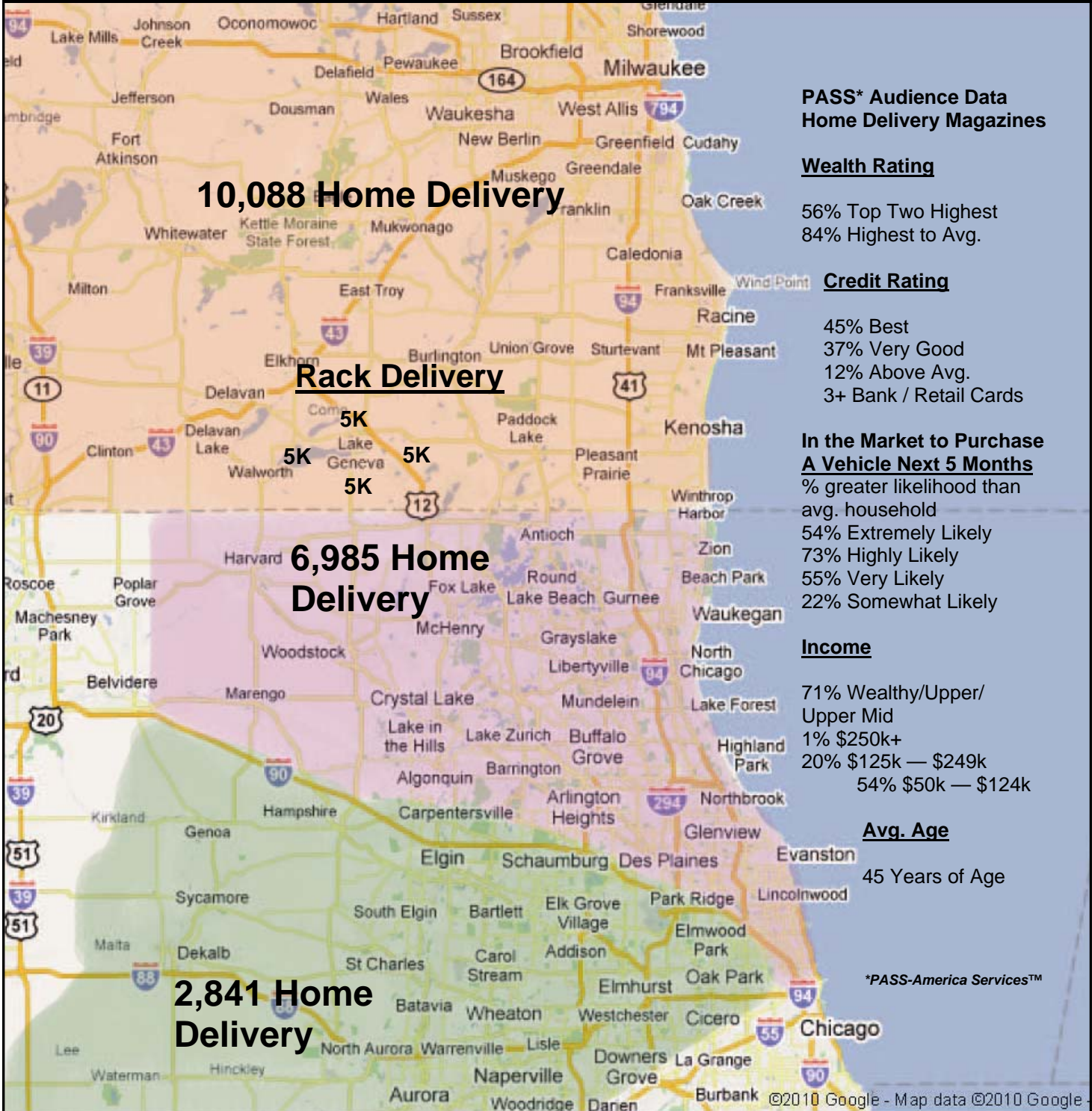
[www.KeefeConcierge.com](http://www.KeefeConcierge.com)

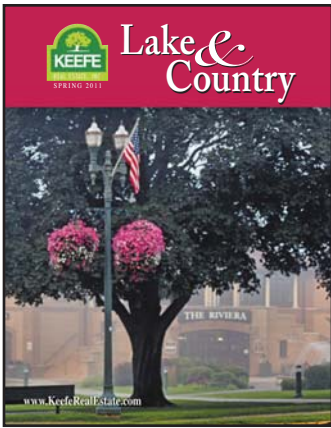


# Keefe Lake & Country Magazine Distribution

Circulation  
35,000 Magazines

Home Delivery — 20,000 per issue  
Rack Delivery—15,000 per issue





KeefeMagazine.com

## ADVERTISING PRICE LIST

Effective January 1, 2011

### Lake & Country Media Services

**Contact:**

**Beth Vander Grinten**

**Office: 608-235-2882**

**Fax: 608-222-0262**

**beth@slackattack.com**



24/7

www.KeefeConcierge.com

### MAGAZINE W/CONCIERGE SERVICES INTEGRATED MEDIA PACK

Includes: Full Color Magazine Ad + Ad Design + Magazine Concierge Directory  
+ Exclusive & Basic Web Concierge Services

<b>Advertisement Size</b>	<b>1x</b>	<b>3x</b>
1/12 Page per issue	\$ 579	\$ 435
1/6 Page per issue	\$ 796	\$ 597
1/3 Page per issue	\$1,050	\$ 789
1/2 Page per issue	\$1,266	\$ 951
1 FULL Page per issue	\$1,894	\$1,423
Back Cover per issue	Annual	\$1,764
Inside Back Cover per issue	Annual	\$1,537
Inside Front Cover per issue	Annual	\$1,651
Page 3-8 per issue	Annual	\$1,691

#### Magazine Publication Date

Spring / End of March  
Summer / Last Week in July  
Fall/ Mid November

#### Space Deadline

February 4th  
May 13th  
August 26th

### INTERNET-ONLY ADVERTISING

Web Concierge Services Area

#### Pricing

\$100 per month\*

\*minimum commitment required, ask for details.

Bleed dimensions = 8.875"x11.375"

Trim Size = 8.375"x10.875"

**FULL PAGE SIZE**

Live Area = 7.375"x9.875"

**VERTICAL HALF PAGE SIZE**

Live Area  
4.875"Wx6.875"H

**1/3 VERTICAL PAGE SIZE**

Live Area  
2.3125"W  
x  
9.25"H

**1/3 SQUARE PAGE SIZE**

Live Area  
4.875"Wx4.625"H

**HALF PAGE HORIZONTAL SIZE**

Live Area = 7.375"Wx4.375"H

**1/6 PAGE SIZE VERTICAL**

Live Area  
2.3125" W  
x  
4.625" H

**2/3 SIZE PAGE**

Live Area  
5"Wx9.25"H

**1/6 PAGE SIZE**

Live Area  
4.875"Wx2.3125"H

**1/12 PAGE SIZE**

Live Area  
2.3125"Wx2.3125"H

- BLEED AREA ONLY ON FULL PAGE (This area is trimmed away from final page.)
  - TRIM SIZE (This is the final page size.)
  - LIVE AREA (It is recommended that headlines and text stay inside this area.)
- ACCEPTABLE FILE FORMATS: TIFF, JPEG, EPS, PDF, atleast 300 dpi PLEASE!!