

# Advertising rates

## Turn our readers into your customers!

LANSING, Ill. - For businesses who want to reach eager readers with their advertising messages, The Lansing Journal offers effective opportunities at efficient prices. "Your online coverage keeps me in the know," says one reader, "and I love getting the print version once a month."

When you advertise in The Lansing Journal, your business message is delivered directly to thousands of Lansing residents who are waiting to receive it. That's **targeted print advertising**. Plus, our **online advertising** can connect people directly to your business website's sales page or Facebook Event.

### WHAT LANSING JOURNAL READERS ARE SAYING:

"Look forward to reading the online articles every day and especially look forward to the monthly print copy. Keep up the good work!"

"We are so proud of The Lansing Journal newspaper."

"Thanks for doing such a wonderful job covering news right here in Lansing!"

**MORE ADVERTISING OPTIONS ON PAGE 2...**

#### Full page (actual size 10.25 x 16")

- B&W: \$600
- Color: \$800
- Back page: \$1,000

*Note: ads here shown at about 45% of actual size*

#### Half page vertical (actual size 5 x 16")

- B&W: \$340
- Color: \$455

#### Quarter page vertical (actual size 5 x 7.75")

- B&W: \$200
- Color: \$275

# More options and submission instructions

## Half page horizontal (actual size 10.25 x 7.75")

- B&W: \$340
- Color: \$455

*Note: ads  
here shown at  
about 45% of  
actual size*

## Quarter page vertical (actual size 5 x 7.75")

- B&W: \$200
- Color: \$275

## Eighth page horizontal (actual size 5 x 3.75")

- B&W: \$100
- Color: \$135

### Online ads

(run for 30 days)

- Top banner: \$200
- Top sidebar: \$175

## SUBMISSION DEADLINES

Print-ready ad artwork is due the **Thursday before you want your ad to run**. Ads are placed as they come in; specific pages cannot be reserved—except for the back page! (There is only one of those, so it usually goes to the first business to provide artwork and a check.)

## REQUIRED FORMATS

Ad artwork should be submitted as a **high-resolution** (300dpi) file in any of these formats:

- PDF • JPEG • EPS
- TIFF • PNG

Artwork should be submitted in the **same dimensions** as the ad size you've purchased—there is no need to include crop marks, bleeds, color bars, or other extraneous information.

## CONTACT INFORMATION

Ads for The Lansing Journal can be emailed to:

[mjongsma@thelansingjournal.com](mailto:mjongsma@thelansingjournal.com)

Call **708-921-4938** for answers to questions about pricing, formatting, and deadlines.

## PAYMENT INFORMATION

Mail checks to The Lansing Journal, P.O. Box 742, Lansing IL 60438. Or call 708-921-4938 with your credit card information—name, card number, CVC, and billing zip code.