

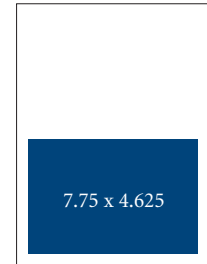
# Lakeland Boating Magazine

## 2010 Real Estate Rates

COLOR RATES		
Page Size	1x	
1 page	\$895	
1/2 page	\$650	
1/4 page	\$355	
Quarterdeck (1/8 page ad)	\$260	
<i>(Subtract 30% for black &amp; white ads)</i>		
2010 PRODUCTION DEADLINES		
Issue	Ad Closing	Materials Due
January / February	12/14	12/15
March	1/15	1/20
April	2/15	2/17
May	3/17	3/2
June	4/16	4/20
July	5/17	5/19
August	6/16	6/21
September	7/16	7/20
October	8/17	8/19
Buyers Guide	9/20	9/22
PAGE DIMENSIONS		
Magazine trim size	8 3/4" x 10 3/4"	
2 page spread bleed	17 3/4" x 11"	
Full-page bleed	9" x 11"	
<p><i>Call about Requirements and Regulations for electronic file specifications. Brook Poplawski, 312-276-0610 x23</i></p>		



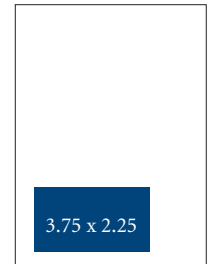
full page  
7 1/4" x 9 1/4"



1/2 page  
7 3/4" x 4 5/8"



1/4 page  
3 3/4" x 4 5/8"



Quarterdeck  
3 3/4" x 2 1/4"

Advertisers may supply documents electronically to:  
[bpoplawski@lakelandboating.com](mailto:bpoplawski@lakelandboating.com).

Acceptable file formats include PDF, TIFF and EPS.  
Resolution should be 300 dpi; if sending a PDF file,  
embed all fonts.

If supplying completed ads, mail a CD and  
hardcopy to: Lakeland Boating magazine,  
727 S. Dearborn, Suite 812, Chicago, IL 60605.

For additional information regarding electronic file  
specifications, contact Brook Poplawski at  
312-276-0610, x.23.

**For all other inquiries or to purchase ad space,  
contact Kirsten Moxley at 800-331-0132, x.21**

727 South Dearborn, Suite 812, Chicago, Illinois 60605 | PHONE 312-276-0610 | FAX 312-276-0619

O'Meara Brown Publications Inc., Publishers of Lakeland Boating Magazine, Great Lakes Angler Magazine, and Great Lakes Cruising Guides.  
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