

## HILL & LAKE PRESS ADVERTISING RATES 2010

Hill & Lake Press, founded in 1975, is a *non-profit volunteer* neighborhood newspaper serving the area around Lake of the Isles and Cedar Lake. Hill & Lake Press, a founding member of the Neighborhood Press Association, has been cited as "Best Newspaper of its Class" several times. Circulation: 6000.

Hill & Lake Press is distributed door-to-door the **third weekend of each month** to residents living west of Hennepin Avenue, north of Lake Street, east of France Avenue, and south of Dunwoody Boulevard. Bulk deliveries are made to the following area businesses: The Walker Art Center, Isles Deli, Kenwood Rec Center, Walker Library, Burch Pharmacy, Tuthill's, Green Mill, Isles Bun & Coffee, Lowry Hill Liquor, Sebastian Joe's, Calhoun Vision, Quality Coaches, Dunn Brothers, Uptown YWCA, Kenwood Barbers, Hennepin Lake Liquor, and The Woman's Club of Minneapolis.

Popular sizes:	Black & White	4 Color (CMYK)	Spot Color
<b>Minimum ad size: 2" h by 3 1/4" w</b>	<b>\$36.00</b>	<b>\$24.00</b>	<b>\$16.00</b>
3" h by 3 1/4" (1 col.) w	\$45.00	\$36.00	\$24.00
4" h by 3 1/4" (1 col.) w	\$60.00	\$48.00	\$32.00
5" h by 3 1/4" (1 col.) w	\$75.00	\$60.00	\$40.00
6" h by 3 1/4" (1 col.) w	\$90.00	\$72.00	\$48.00
7" h by 3 1/4" (1 col.) w	\$105.00	\$84.00	\$56.00
3" h by 6 1/4" (2 col.) w	\$90.00	\$72.00	\$48.00
4" h by 6 1/4" (2 col.) w	\$120.00	\$96.00	\$64.00
5" h by 6 1/4" (2 col.) w	\$150.00	\$120.00	\$80.00
6" h by 6 1/4" (2 col.) w	\$180.00	\$144.00	\$96.00
7" h by 6 1/4" (2 col.) w	\$210.00	\$168.00	\$112.00
Half page: 7 1/2" h by 10 1/8" w (Discounted)	\$270.00	\$240.00	\$120.00
Full page: 15" h by 10 1/8" w (Discounted)	\$540.00	\$310.00	\$155.00

*Color costs noted above are in addition to the cost of a black and white or grayscale ad. All ads exceeding the exact column inches contracted for will be billed at the next column inch. Ads requiring electronic publishing assistance will be billed at \$90.00 per hour. We prefer jpegs or pdf files. Microsoft Word or other applications may require publishing assistance. Please, no publisher files. Spot color ads must have the specific spot color designated. Color ads should be sent by deadline so that the ads can be approved by the print shop before publication.*

Mechanical Requirements:

- offset printing
- tabloid, 11" x 17"
- 85 line screen for photos
- 3 Columns per page: 1 col: 3 1/4" / 2 col: 6 3/4" / 3 col: 10 1/8" wide

Inserts: 6,000 machine inserted pieces \$195.00. Please deliver to David Reed | Customer Service Representative | Vertis Communications, 5101 Valley Industrial Blvd South | Shakopee, MN 55379. **Billing: 30th** of the month, net 30 days.

**AGENCY COMMISSIONS:** as a non-profit neighborhood publication, HILL & LAKE PRESS does not pay agency commissions. **NEW ADS and POLITICAL ADVERTISING: CASH or CHECK IN ADVANCE ONLY.** Please mail check to Hill & Lake Press c/o John Gridley, 1821 Dupont Ave S, Minneapolis, MN 55403.

### DEADLINES:

Space reservation deadline is approximately two weeks before the third Friday of each month. Rates are for **PRINT READY** ads delivered to the Advertising Manager on a disk or CD or sent as an email attachment to **Jean Deatrick, 1821 Dupont Ave S., Minneapolis, MN 55403 or hillandlakepress@bitstream.net**

HILL & LAKE PRESS reserves the right to revise or reject any advertisements deemed objectionable. The HILL & LAKE PRESS is not responsible for inaccurate prices that it may publish.

**Advertising Manager**  
**Jean Deatrick**  
 (612) 377-7353  
 hillandlakepress@bitstream.net

**Business Manager**  
**John Gridley**  
 612-377-5785  
 hillandlakepress@bitstream.net

Jean Deatrick, Editor  
Hill & Lake Press  
1821 Dupont Ave S  
Minneapolis, MN 55403  
612-377-5785  
[hillandlakepress@bitstream.net](mailto:hillandlakepress@bitstream.net)  
[www.hillandlakepress.com](http://www.hillandlakepress.com)

**Hill & Lake Press Schedule 2010**

<b>Month</b>	<b>Space Reservation</b>	<b>Distribution Date</b>
<b>January</b>	<b>4</b>	<b>15</b>
<b>February</b>	<b>8</b>	<b>19</b>
<b>March</b>	<b>8</b>	<b>19</b>
<b>April</b>	<b>5</b>	<b>16</b>
<b>May</b>	<b>10</b>	<b>21</b>
<b>June</b>	<b>7</b>	<b>18</b>
<b>July</b>	<b>5</b>	<b>16</b>
<b>August</b>	<b>9</b>	<b>20</b>
<b>September</b>	<b>6</b>	<b>17</b>
<b>October</b>	<b>4</b>	<b>15</b>
<b>November</b>	<b>8</b>	<b>19</b>
<b>December</b>	<b>Nov 29</b>	<b>Dec 10</b>