

ADVERTISING RATES 2009 HILL & LAKE PRESS

The **Hill and Lake Press** founded in 1975 is a *non-profit volunteer* neighborhood newspaper serving the area around Lake of the Isles and Cedar Lake. The paper is distributed door-to-door on the **third Saturday of each month** to residents living between Hennepin Avenue on the east, Lake Street on the south, France Avenue on the west, and Highway 12 on the north. Additional bulk deliveries are made to the following area businesses: The Walker Art Center, Framestyles, 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.

The Hill and Lake Press, a founding member of the Neighborhood Press Association, has been cited as "Best Newspaper of its Class" several times. Circulation: 6000.

Popular sizes:	Column Inches	Cost
3" h by 3 1/4" (1 col.) w	3	\$42.00
4" h by 3 1/4" (1 col.) w	4	\$56.00
5" h by 3 1/4" (1 col.) w	5	\$70.00
6" h by 3 1/4" (1 col.) w	6	\$84.00
3" h by 3 1/4" (2 col.) w	6	\$84.00
4" h by 6 3/4" (2 col.) w	8	\$112.00
5" h by 6 3/4" (2 col.) w	10	\$140.00
6" h by 6 3/4" (2 col.) w	12	\$168.00
7" h by 6 3/4" (2 col.) w	14	\$196.00
One half page: 7 1/2" h by 10 1/8" w	22.5	\$225.00
Full page: 15" h by 10 1/8" w	45	\$415.00
Minimum ad size: 2" h by 3 1/4" w	2	\$36.00

Note: 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.

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 \$225.00. Please deliver to David Reed | Customer Service Representative | Vertis Communications, 5101 Valley Industrial Blvd South | Shakopee, MN 55379

Billing: 15th of the month, net 30 days.

AGENCY COMMISSIONS: As a non-profit neighborhood publication, **HILL AND LAKE PRESS** does not pay agency commissions. **NEW ADS and POLITICAL ADVERTISING: CASH or CHECK IN ADVANCE ONLY.** Please mail check to Hill and Lake Press c/o Jane Johnson, 2120 Fremont Ave S, Minneapolis, MN 55405.

DEADLINES:

Space reservation deadline is approximately two weeks before the third Saturday of each month. Contributions and letters to the editor from the Hill & Lake Press area are published at the editor's discretion. Rates are for **PRINT READY** ads delivered to the Advertising Manager, or sent on a disk or CD or sent as an email attachment to **Jean Deatrick, 1821 Dupont Ave S., Minneapolis, MN 55403 or hillandlakepress@earthlink.net**

The **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.

Managing Editor

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Jean Deatrick, Editor
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Hill & Lake Press Schedule 2009

Month	Space Reservation	Copy or ad to HLP No LATER than	Distribution Date
January	5	9	17
February	9	13	21
March	9	13	21
April	6	10	18
May	4	8	16
June	8	12	20
July	6	10	18
August	3	7	15
September	7	11	19
October	5	9	17
November	9	13	21
December	Nov30	Dec4	Dec12