

# Rate Card

# LAKELINE MAGAZINE

The Quarterly E-Magazine of the North American Lake Management Society

*LakeLine* is the official publication for the North American Lake Management Society (NALMS), a nonprofit organization whose mission is to promote the understanding, protection and restoration of lakes, ponds, reservoirs and their watersheds. It is published quarterly as a medium for exchange and communication among all those interested in lake management. Through *LakeLine*, NALMS brings its goals of grassroots public education, public policy, advocacy and scientific communication to a national readership.

## Material Requirements

### Digital Formats

We accept ad artwork in the following digital formats: PDF, InDesign, Illustrator, and Photoshop. If you have questions about suitable formats, please contact the NALMS Office.

Resolution should be 300 dpi. Fonts should be embedded or provided separately, otherwise fonts will be substituted.

Trim Size: 8-1/2" × 11"

Bleed Allowance: 1/8-inch top, outside edge and foot

## Closing & Release Dates

Issue	Closing Date	Projected Release Date
Spring 2021	March 30, 2021	April 2021
Summer 2021	June 30, 2021	July 2021
Fall 2021	September 30, 2021	October 2021
Winter 2021/22	December 31, 2021	January 2022

## Distribution

*LakeLine* is published online quarterly and distributed to:

- ◆ All NALMS members;
- ◆ Prospective members of NALMS;
- ◆ Various partners who contribute content.

Total distribution is approximately 1,000 copies per issue.

**Terms:** Ads are invoiced immediately following publication. Payments are due within 30 days.

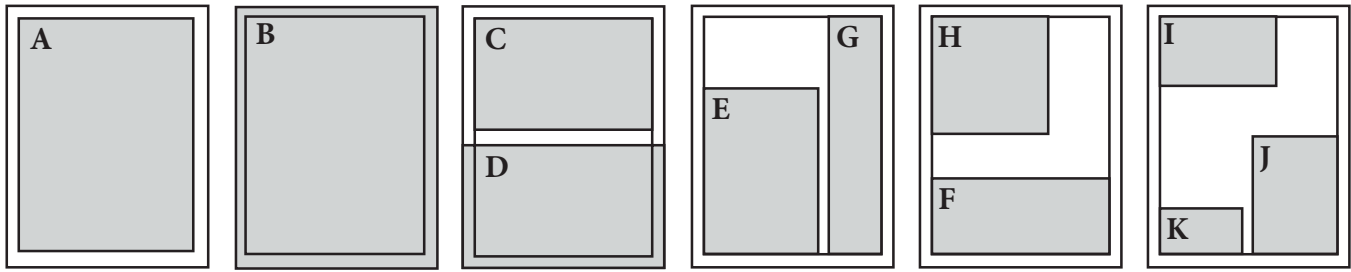
**Acceptance:** NALMS holds exclusive right of acceptance of an ad for publication.



**North American Lake Management Society**

PO Box 5443, Madison, WI 53705-0443

608.233.2836 • [www.nalms.org](http://www.nalms.org)



**Page Dimensions**

*Pages are trimmed at 8-1/2" x 11"*

**Ad Size**

- A. Full page non-bleed
- B. Full page bleed
- C. 1/2 page - horizontal
- D. 1/2 page - horizontal bleed
- E. 1/2 page - vertical
- F. 1/3 page - horizontal
- G. 1/3 page - vertical
- H. 1/3 page - square
- I. 1/4 page - horizontal
- J. 1/4 page - vertical
- K. Business card

**Width**

- 7-1/2"
- 8-5/8"
- 7-1/2"
- 8-5/8"
- 4-15/16"
- 7-1/2"
- 2-5/16"
- 4-15/16"
- 4-15/16"
- 3-5/8"
- 3-5/8"

**Depth**

- 10"
- 11-1/8"
- 4-7/8"
- 5-1/2"
- 7"
- 3-1/4"
- 9-3/4"
- 4-7/8"
- 3"
- 4-7/8"
- 2"

**Display Advertising Rates**

**Standard Rates**

	<b>1-2X</b>	<b>3-4X</b>
Full Page	\$1,135	\$1,020
One-Half Page	630	570
One-Third Page	450	410
One-Quarter Page	370	335
Business Card	125	115
<b>Covers and Spreads:</b>		
Page 1	1,170	1,050
Inside Front Cover	1,155	1,040

**Corporate Member Rates**

	<b>1-2X</b>	<b>3-4X</b>
Full Page	\$965	\$870
One-Half Page	535	485
One-Third Page	390	350
One-Quarter Page	315	285
Business Card	105	95
<b>Covers and Spreads:</b>		
Page 1	1,000	905
Inside Front Cover	975	880

**1-2x** = advertised in one or two issues

**3-4x** = advertised in 3 or 4 issues