

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 2024	March 29, 2024	April 2024
Summer 2024	June 28, 2024	July 2024
Fall 2024	September 30, 2024	October 2024
Winter 2024/25	December 20, 2024	January 2025

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 1,100 copies per issue.

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

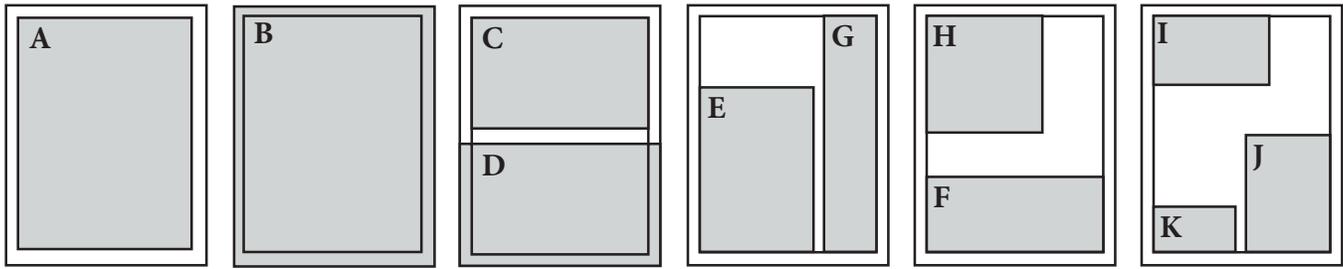
Acceptance: NALMS holds exclusive right of acceptance of an ad for publication.



North American Lake Management Society

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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

	1-2X	3-4X
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

Covers and Spreads:

Page 1	1,170	1,050
Inside Front Cover	1,155	1,040

Corporate Member Rates

	1-2X	3-4X
Full Page	\$965	\$870
One-Half Page	535	485
One-Third Page	390	350
One-Quarter Page	315	285
Business Card	105	95

Covers and Spreads:

Page 1	1,000	905
Inside Front Cover	975	880

1-2x = advertised in 1 or 2 issues

3-4x = advertised in 3 or 4 issues