

# 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 2026      | March 27, 2026     | April 2026             |
| Summer 2026      | June 26, 2026      | July 2026              |
| Fall 2026        | September 25, 2026 | October 2026           |
| Winter 2026/2027 | December 18, 2026  | January 2027           |

## Distribution

*LakeLine* is published online quarterly and distributed to:

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

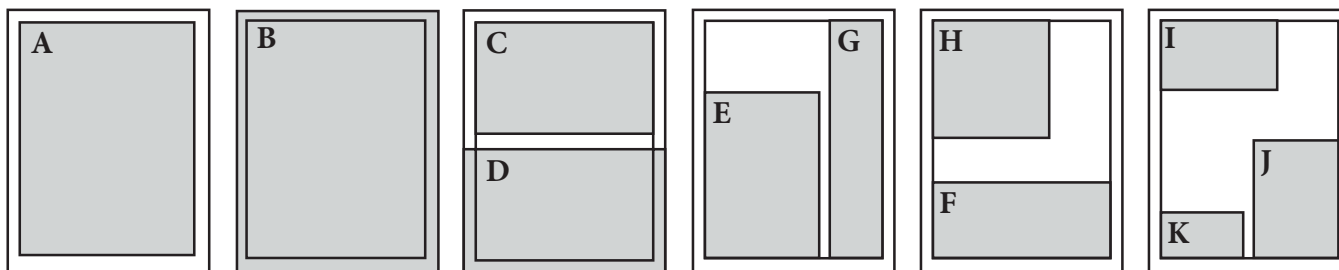
Total distribution is approximately 1,100 copies per issue.

**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"
- 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 1 or 2 issues

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