

Landen, Lebanon, Loveland, Maineville & Mason *Living* Magazines

Rates shown are per month.

DISPLAY ADS PRICE LIST

Rates shown are per month.

RATES, INSIDE MAGAZINE

black ink, per month

	1	3	6	9	12
1/8 PAGE	\$45	\$43	\$41	\$39	\$37
any 2	86	83	80	77	74
any 3	126	123	120	114	111
any 4	158	153	148	143	138
any 5	189	183	176	170	164
1/4 PAGE	\$83	\$79	\$75	\$71	\$67
any 2	158	150	142	134	126
any 3	237	228	219	207	198
any 4	292	280	268	260	246
any 5	350	336	322	308	294
1/2 PAGE	\$144	\$138	\$132	\$126	\$120
any 2	276	265	254	243	232
any 3	399	384	369	354	339
any 4	508	488	468	448	432
any 5	605	580	560	535	515
FULL PG	\$234	\$225	\$216	\$207	\$198
any 2	450	432	414	398	382
any 3	645	618	594	570	549
any 4	824	792	760	730	700
any 5	985	940	900	865	830

Rates shown are per month. **New advertisers must pay for the first and last months in advance.** Deadline for guaranteed insertion is the 5th of the month for the next month's issue(s). Circulation is 2900 in Landen and between 3600 and 3950 in the others; over 18,000 for all five total.

AD SIZES	Wide	Tall
1/8 page	3.65" wide x 2.3" tall	1.725" wide x 4.8" tall
1/4 page	7.5" wide x 2.3" tall	3.65" wide x 4.8" tall
1/2 page	7.5" wide x 4.8" tall	3.65" wide x 9.8" tall
Full page	7.5" wide x 9.8" tall	7.5" wide x 9.8" tall

ABOUT LANDEN DIGITAL

Founded in 1988 by Marti Hines and Cindy Martz to serve the printing needs of businesses and residents in the Landen area, Landen Digital has grown from a single room in a home to a 5000 square foot facility. Full commercial printing and bindery, typesetting, design and website creation are services we offer nationally in addition to the printing and distributing of our monthly magazines.

Published by **LANDEN DIGITAL PUBLISHING**

8976 Columbia Road, Loveland, OH 45140; (513) 683-5181 • Fax (513) 683-0263

email: ads@landendigital.com • website: www.landendigital.com

COLOR:

One primary color, add \$50 per magazine per month
One specialty color, add \$75 per magazine per month
Full color, add \$150 per magazine per month

SPECIAL PLACEMENT & COVERS:

Requested page inside magazine, add 10% to listed ad price
Inside Back Cover, add 15% to listed ad price
Inside Front Cover, add 20% to listed ad price

Back Cover, add 30% to listed ad price

See reverse side for cover price list. 1/8 page not eligible for covers; 1/4 page not eligible for back cover; all cover spots subject to availability; receive right of first refusal on renewals with a full page on a 6-month contract.

TYPESETTING (includes sales tax)

AD SIZE	1/8	1/4	1/2	Full	4-Color
	\$21.30	\$37.28	\$53.25	\$79.88	\$159.75

Ad prices shown on left are monthly prices for **digitally prepared** artwork. PDF files (press optimized) at correct size and color are preferred. Digital art may also be supplied in Illustrator, InDesign or PageMaker (6.5 or 7.0). All fonts and images must also be included with these files. **We do not accept any other types of files.** Include a printed sample. Email ads to ads@landendigital.com (subject/message should indicate magazine & month) or upload file to our website. Faxed or hard copy ads will be re-typeset and are billable. Ad placement is random throughout the length of the contract unless specified.

BUSINESS DIRECTORY LISTING

One listing of your choice is included with the price of each display ad. Extra listings are \$5.00 each.

AREAS SERVED

Our target areas are subdivisions populated with people with discretionary income. *Landen Living* was first published in 1977, while *Mason* and *Loveland Living* began in 1991. *Maineville Living* was added in 2003 and *Lebanon Living* in 2005. For specific subdivisions call 513-683-5181.

WHAT OUR ADVERTISERS SAY

Matt Ervin, Ervin Plumbing (since 2005): "For the money, you can't argue with how many people you reach. . . . only place I advertise."

Bill Stanforth, Hukill Hazlett Harrington (since 2001): "Best advertising experience . . . keeps my name & face in my community."

Kathleen Arthur of Skin Excellence (since 2003): "I received business from my advertisement from the beginning. New business has come in continually. Even more important than the advertising, it is a blessing to work with the owners and employees of Landen Digital Publishing—all great professionals!"

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PRICE LIST for COVERS

Rates shown are per month.

INSIDE BACK COVER

black ink, per month

	1	3	6	9	12
<u>1/4 PAGE</u>	\$95	\$91	\$86	\$82	\$77
any 2	182	172	164	154	146
any 3	273	261	252	237	228
any 4	336	324	308	300	284
any 5	405	385	370	355	340
<u>1/2 PAGE</u>	\$166	\$159	\$152	\$145	\$138
any 2	318	306	292	280	266
any 3	459	441	424	408	390
any 4	584	560	540	516	496
any 5	695	665	645	615	595
<u>FULL PG</u>	\$269	\$258	\$248	\$238	\$228
any 2	514	496	476	458	440
any 3	741	711	684	654	630
any 4	948	910	874	840	804
any 5	1125	1080	1035	995	955

INSIDE FRONT COVER

black ink, per month

	1	3	6	9	12
<u>1/4 PAGE</u>	\$100	\$95	\$90	\$85	\$81
any 2	190	180	170	162	152
any 3	285	273	264	249	237
any 4	352	336	324	312	296
any 5	420	405	385	370	355
<u>1/2 PAGE</u>	\$173	\$166	\$158	\$151	\$144
any 2	332	318	306	292	278
any 3	480	462	444	426	408
any 4	612	588	564	540	520
any 5	725	695	670	645	620
<u>FULL PG</u>	\$280	\$270	\$259	\$248	\$238
any 2	540	518	496	478	458
any 3	774	741	714	684	660
any 4	988	952	912	876	870
any 5	1180	1130	1080	1040	995

BACK COVER

black ink, per month

	1	3	6	9	12
<u>1/2 PAGE</u>	\$187	\$179	\$172	\$164	\$156
any 2	360	346	330	316	302
any 3	519	501	480	462	441
any 4	660	636	608	584	564
any 5	790	755	730	695	670
<u>FULL PG</u>	\$304	\$292	\$281	\$269	\$257
any 2	586	562	538	518	496
any 3	837	804	771	741	714
any 4	1072	1030	988	948	912
any 5	1280	1220	1170	1125	1080

COLOR:

One primary color, add \$50 per magazine per month

One specialty color, add \$75 per magazine per month

Full color, add \$150 per magazine per month

1/8 page not eligible for covers; 1/4 page not eligible for back cover; all cover spots subject to availability; receive right of first refusal on renewals with a full page on a 6-month contract.

Ad REQUIREMENTS

We accept files created in the following native applications:

Acrobat PDF® • Adobe® InDesign® • Adobe® Illustrator® • Adobe® Photoshop®

We do not accept files created in the following native applications:

PowerPoint® • Excel® • Word® • Publisher®

PDF's (preferred method)

1. All fonts must be embedded.
2. All elements of the file must be the correct size and color.
3. All PDF's must be Press Optimized quality.
4. Please name the PDF's you send without punctuation of any kind (except .pdf), and keep the file name short with your company's name in the title.

Adobe® InDesign®

1. All fonts must be changed to outlines in your document.
2. All elements of the file must be the correct size and color.
3. If you are using an imported graphic in your InDesign® document, be sure to include or embed the original graphic file. Place graphic at 100%.
4. Placed graphics need to be high-quality or good vector art to receive the best quality printed product.
5. Please name the file you send without punctuation of any kind (except .indd), and keep the file name short with your company's name in the title.

Adobe® Illustrator®

1. All fonts must be changed to outlines in your document.
2. All elements of the file must be the correct size and color.
3. If you are using an imported graphic in your Illustrator® document, be sure to include or embed the original graphic file. Place graphic at 100%. Placed graphics need to be high-quality or good vector art to receive the best quality printed product.
4. Save the file as an Illustrator EPS.
5. Please name the file you send without punctuation of any kind (except .eps), and keep the file name short with your company's name in the title.

Adobe® Photoshop®

1. Files must be saved as a Macintosh TIFF with LZW compression.
2. All elements of the file must be the correct size and color.
3. Please submit black and white bitmap images at 600dpi and grayscale images at 300dpi for standard spot printing.
4. Please name the file you send without punctuation of any kind (except .tif), and keep the file name short with your company's name in the title.

Fonts:

Macintosh: At Landen Digital we output from a Macintosh computer system. Please convert all fonts to outlines in your file. Never use the stylization palette to bold, italicize, add drop shadow to or put outline on your fonts. Our imagesetter does not recognize these as valid changes to the fonts; therefore, doing this will delay your order.

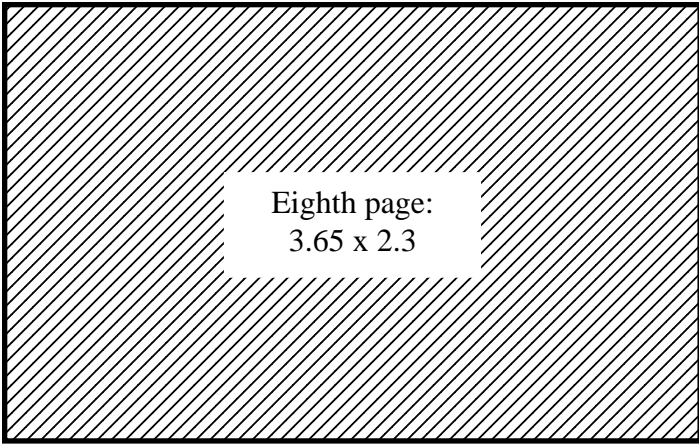
IBM Compatible: At Landen Digital we output from a Macintosh computer system. When Macintosh fonts are substituted for PC fonts, they may differ somewhat. To avoid this variance, we recommend that you use your illustration program and convert all text to "curves" or "create outlines." Never use the stylization palette to bold, italicize, add drop shadow to or put outline on your fonts. Our imagesetter does not recognize these as valid changes to the fonts; therefore, doing this will delay your order.

Submitting your file:

1. Once your file has been set up according to the guidelines, you can submit them to Landen Digital.
2. We can accept your files on CD-Rs, uploaded to our website (www.landendigital.com) or emailed to ads@landendigital.com. The subject/message should indicate Company name, magazine & month.
3. Please include a printed sample.
4. **DO NOT** send/give us the only copy of your file. The disk or file could possibly be lost or damaged. A copy of the original is preferred.

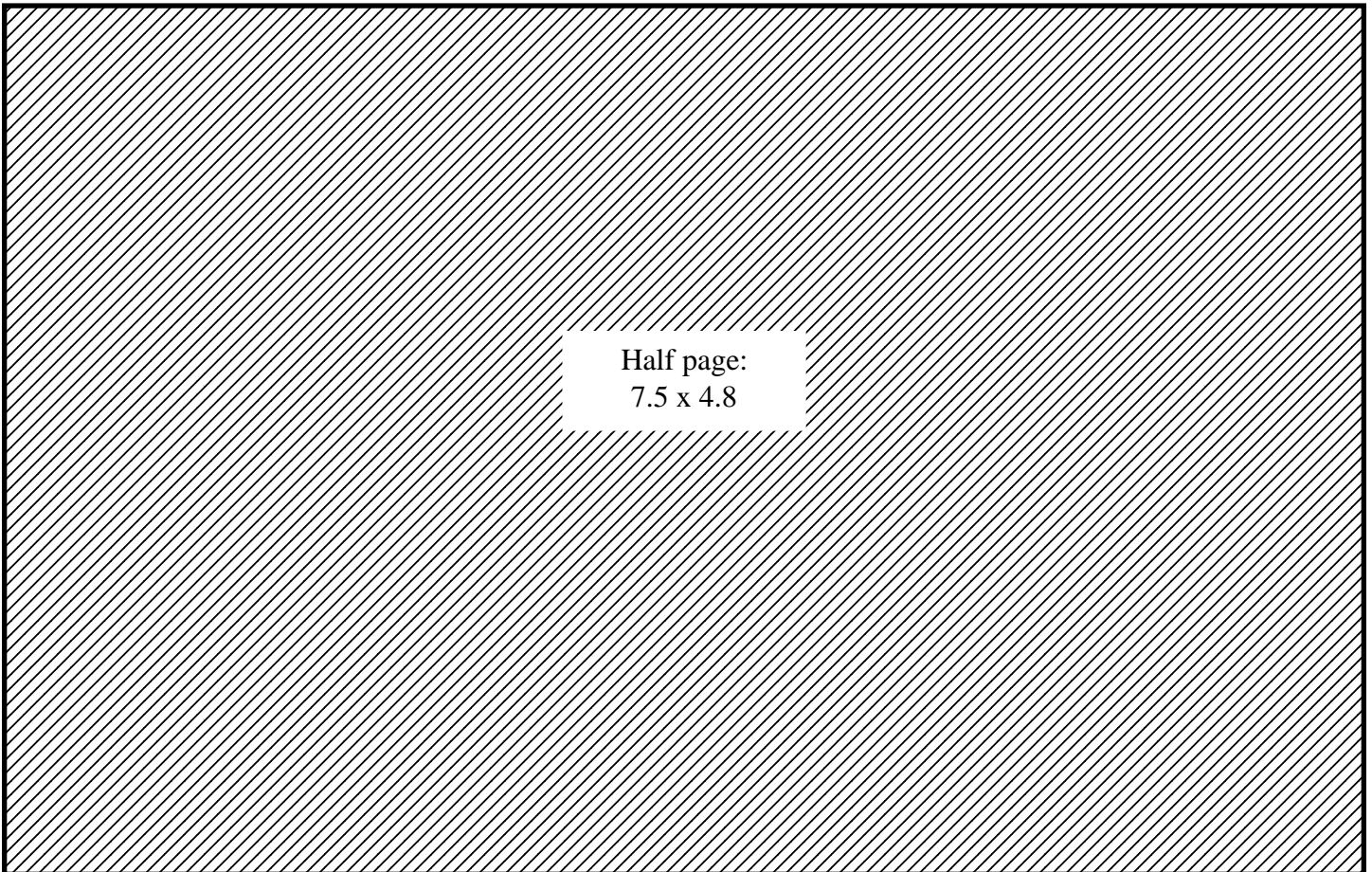
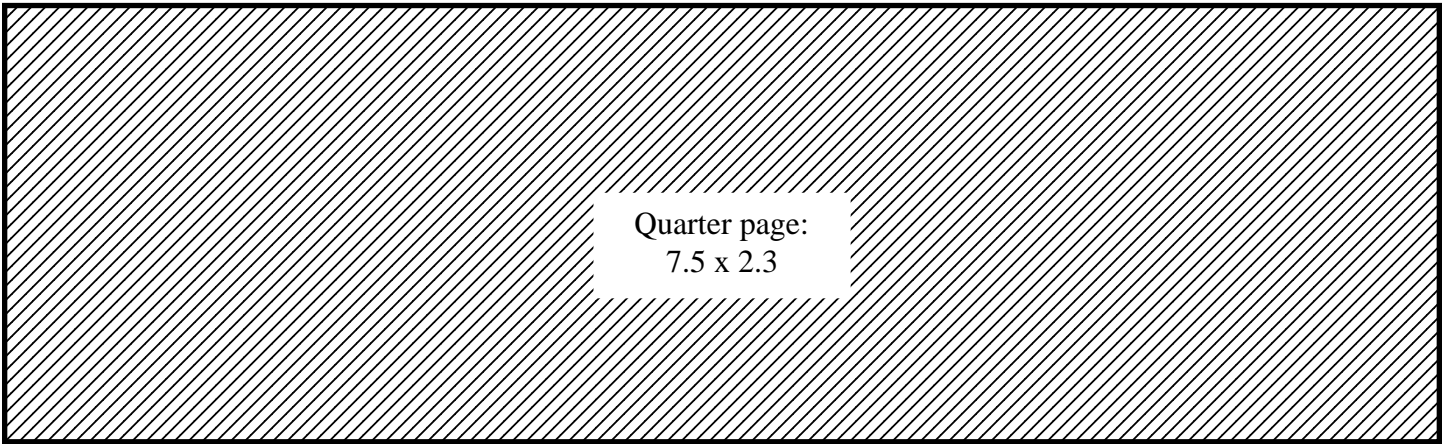
Sizes:

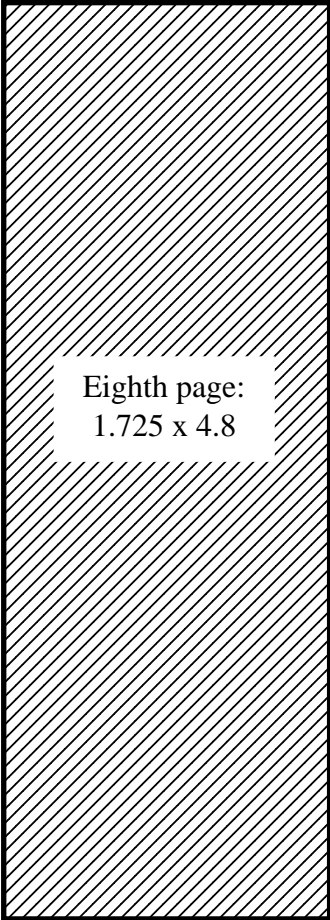
1. **Eighth Page Ad:**
Wide: 3.65 x 2.3; Tall: 1.725 x 4.8
2. **Quarter Page Ad:**
Tall: 3.65 x 4.8; Wide: 7.5 x 2.3
3. **Half Page Ad:**
Wide: 7.5 x 4.8; Tall: 3.65 x 9.8
4. **Full Page Ad:**
7.5 x 9.8
5. **Cover Page Ad:**
7.5 x 10



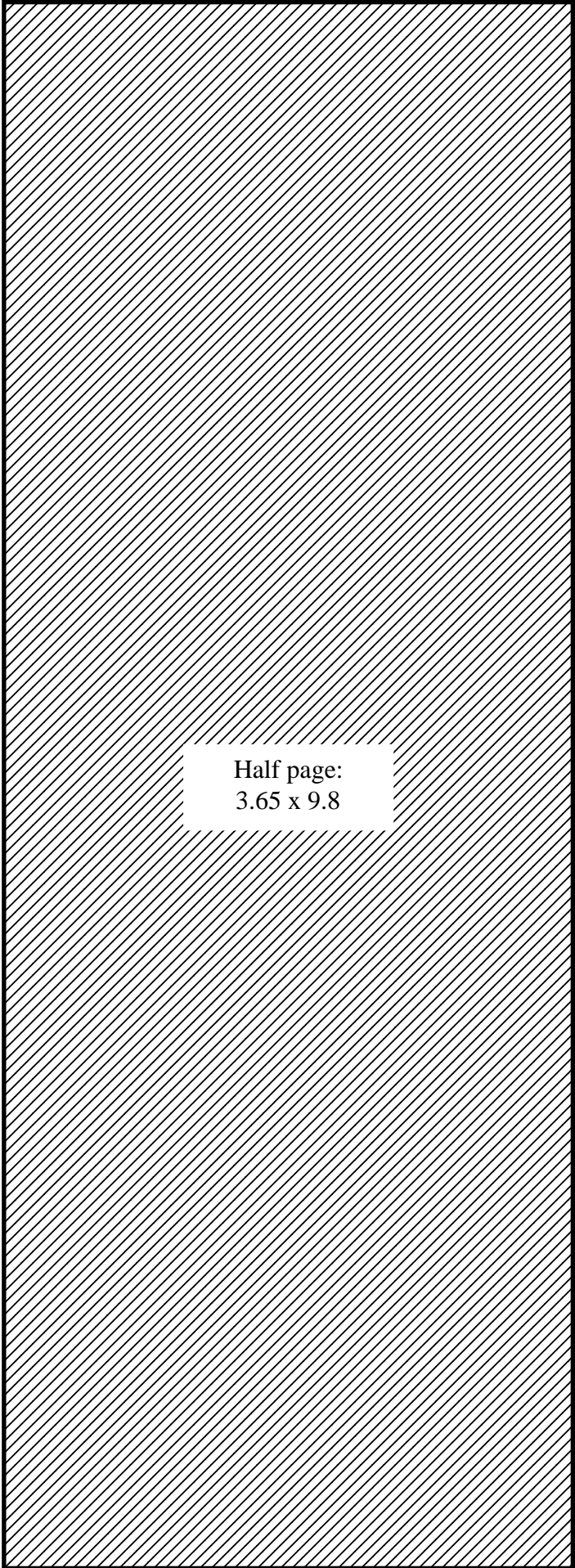
Full page: 7.5 x 9.8

Cover page: 7.5 x 10

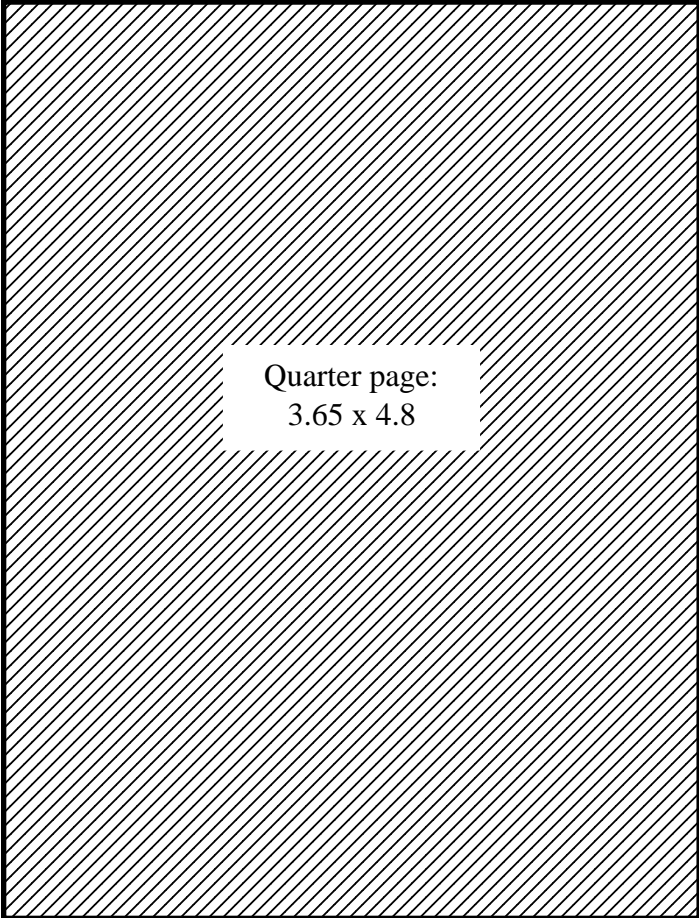




Eighth page:
1.725 x 4.8



Half page:
3.65 x 9.8



Quarter page:
3.65 x 4.8