

Local Media Association Keeps Members Informed

Local Media Today is a Must Read

Publishing and advertising executives of more than 2,000 suburban and community newspapers rely on their personal issue of *Local Media Today* (formerly *Suburban Publisher*) for crucial news and information about the media industry. Our member readers make or influence buying decisions for their departments, their newspapers and their newspaper groups.

Published twelve times each year, *Local Media Today* is a multi-page tabloid-size web and print publication, and the authoritative voice of the suburban and community newspaper industry. While each Local Media Association member receives each print issue it is also mailed to decision makers of affiliated firms, educators and industry gurus, for a total of more than 4,000 copies each print issue.

Extremely competitive rates and options such as color, inserts, and multiple-insertion discounts make *Local Media Today* an ideal marketing vehicle for your company's products and services.

Local Media Today presents:

- Feature stories and guest columns on timely and relevant industry topics
- Reports, examples and graphics about innovative print and digital revenue-generating initiatives
- In-depth Q&As with industry experts on a variety of timely issues
- Insightful coverage of Local Media Association events, webinars and conferences
- Events calendar of upcoming conferences, contests and more
- An up-to-date look at the latest technological and multimedia developments
- Plenty of opportunity for member-to-member idea sharing and networking
- In-depth coverage of Local Media Association events and developments
- Summaries of prestigious Local Media Association editorial and advertising award winners
- Full color graphics throughout each issue.

Reach the Valuable Local Media Association Audience With Your Advertising Message!

Contact Tanya Henderson, Advertising & Membership Relations Director with Local Media Association at (804) 262-3341, tanya.henderson@localmedia.org, or simply fax or e-mail your Local Media Today insertion order and advertising contract to (231) 932-2985, hq@localmedia.org.

Local Media Today Newsletter

Advertising Rates, Deadlines and Technical Specifications

AD SIZE	Dimensions (width x depth)	1 time* M/NM	3 time* M/NM	6 time* M/NM	12 time* – Best Buy M/NM
Full page	10(w) x 12.5(d)	\$540/\$865	\$485/\$755	\$430/\$675	\$405/\$620
Half horizontal	10(w) x 6.5(d)	\$325/\$485	\$300/\$430	\$270/\$405	\$215/\$350
Half vertical	4.875(w) x 12.5(d)	\$325/\$485	\$300/\$430	\$270/\$405	\$215/\$350
Quarter standard	4.875(w) x 6.5(d)	\$215/\$350	\$190/\$275	\$160/\$225	\$135/\$200
Quarter vertical	2.25(w) x 12.5(d)	\$215/\$350	\$190/\$275	\$160/\$225	\$135/\$200
1/8 page	4.875 (w) x 3.25(d)	\$165/\$190	\$135/\$165	\$125/\$150	\$110/\$135
Inside back cover	10(w) x 12.5(d)	N/A	N/A	\$565/\$810	\$510/\$730
Outside back cover	10(w) x 12.5(d)	N/A	N/A	\$620/\$865	\$565/\$785
Classified line ads	In-column text only	\$1/word	\$.99/word	\$.98/word	\$.97/word

* **Local Media Association member (M) and non-member (NM) rates are for black & white ads, per issue.**

Color charges for full page: \$95 first, \$75 each additional; **Best Buy** - \$195, 4-color process.

Color charges for half page or smaller: \$47.50 first, \$37.50 each additional; **Best Buy** - \$99.50, 4-color process

Blind Box Services - \$10 per ad per issue

Deadlines: A monthly publication, the *Local Media Today* print product is mailed the first week of each month. Space reservation deadline is the 5th of the prior month; camera-ready ads are due the 12th of the prior month.

Ad Submissions and Materials: 100 line screen and 200 dpi minimum resolution required. Submit ads in PDF file format to Al Cupo, al.cupo@localmedia.org, or Tanya Henderson, tanya.henderson@localmedia.org.

Terms of Payment: Local Media Association members whose dues are paid in full may be invoiced, due within 30 days of publication. Non-members must prepay.



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