

ADVERTISE

2016 LAKEWOOD CONNECTIONS Publishing Schedule

Jan 2016

Ad Space Closes Dec 4
Ad Materials Due Dec 11
Mails Dec 28

May 2016

Ad Space Closes Apr 1
Ad Materials Due Apr 8
Mails Apr 29

September 2016

Ad Space Closes Aug 12
Ad Materials Due Aug 19
Mails Sept 2



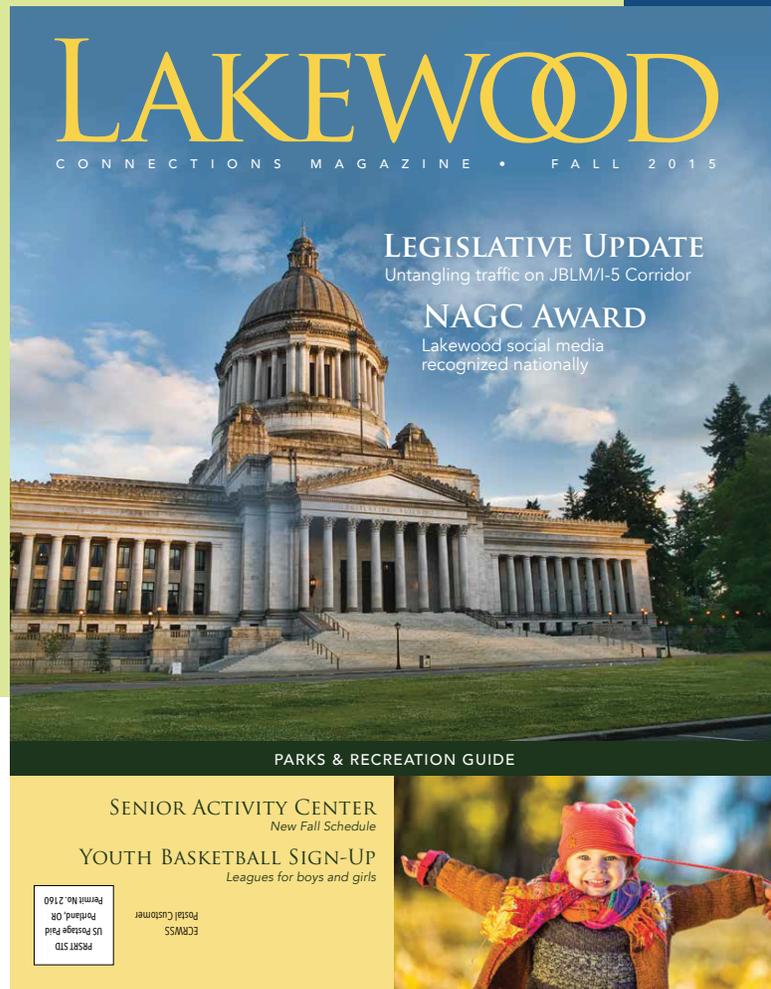
www.CityOfLakewood.us

TO ADVERTISE CONTACT

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For editorial inquiries contact:

Brent Champoco
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LAKEWOOD CONNECTIONS is the City of Lakewood's combined newsletter and Parks and Recreation guide. Published three times a year, the magazine is mailed to 30,000 Lakewood households and businesses, reaching 58,000 readers as well as distributed to Lakewood businesses and organizations.

It's an exciting time to live, work and do business in Lakewood!

- Overall, 2015 will see a steady increase in home sales and prices over 2014. Demand continues to be newer housing
- Younger buyers are looking for new homes, townhomes, and condos that are more affordable
- Residential sales rose 14 percent between 2013 and 2014. Median price rose 4 percent
- Home sales volume increased nearly 12 percent
- New businesses licenses are up, Lakewood Ford is planning an expansion and the Lakewood Industrial Park is seeing unprecedented growth

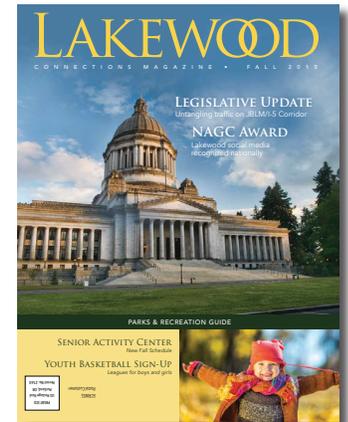
Why Advertise in Lakewood Connections?

The four-color, glossy format makes for an attractive environment for your ad—and it makes people hold onto the magazine longer.

You will reach Lakewood and surrounding community residents who shop locally.

- Printed and mailed directly to 30,000 Lakewood regional households and businesses three times a year.
- Additional copies distributed throughout the community at the library, hotels, medical offices, etc.

Your advertising contributes to our community by supporting multiple programs and services that Lakewood provides its citizens.



AD RATES (per issue)

AD SIZE (width x height)	1x rate	3x rate
OBC - 8.375" x 10.875" *	\$3,000	\$2,500
IBC - 8.375" x 10.875" *	\$2,700	\$2,295
IFC - 8.375" x 10.875" *	\$2,700	\$2,295
Full page - 8.375" x 10.875" *	\$1,800	\$1,530
1/2 page - 7.25" x 4.81"	\$1,200	\$1,020
1/3 page - (sq) 4.75" x 4.81" or (v) 2.25" x 9.625"	\$800	\$680
1/6 page - (h) 4.75" x 2.25" or (v) 2.25" x 4.81"	\$400	\$340

* Extend 1/8" all around for bleed ads.

Please submit your ad as a high-resolution PDF (300dpi resolution, colors converted to CMYK and all fonts embedded) and email to: ryan@philipspublishing.com

Design and production costs are not included in the ad rates. Philips Publishing Group can provide creative services as needed. Please call for a price quote.



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Philips Publishing Group

Lakewood Connections is published by Philips Publishing Group for the city of Lakewood