

LAKE LIFE SHEBOYGAN

ADVERTISING RATE CARD

We are committed to sharing the Lake Michigan experience of Sheboygan, WI, and want to showcase your business to our readers and guests.

43K+
FOLLOWERS

3.89%
AVERAGE POST
ENGAGEMENT

932K
POST
IMPRESSIONS

4.1M
PAGE & PROFILE
IMPRESSIONS

Metrics measured across Blue Harbor Resort social profiles year to date.

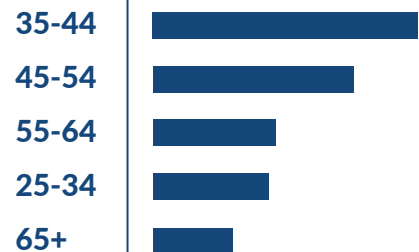
DEMOGRAPHICS

Gender >

78.84% **12.31%**
Female Male

8.85%
Other

Age >





DIGITAL ISSUE RATES

AD SIZE	WIDTH	HEIGHT	ANNUAL PLAN	SINGLE ISSUE
FULL PAGE	8.5	11	\$500	\$125
HALF PAGE	8.5	5.5	\$300	\$75
QUARTER PAGE	4.25	5.5	\$200	\$50

ANNUAL PLAN

- Ad in each seasonal digital issue
 - Spring issue released February 27, 2024
 - Summer issue released May 21, 2024
 - Fall issue released September 3, 2024
 - Winter issue released January 2, 2025
- Complimentary ad in the holiday gift guide issue
 - Released November 5, 2024

COMPLIMENTARY FEATURES FOR FULL-PAGE ANNUAL PLAN

- Internal marketing on TVs in guest rooms to be designed in-house based on current magazine advertising (28k occupied guest rooms per year).
- Business profile in one of the seasonal issues on a first-come, first-served basis for the first five annual full-page advertisers.
- Social media post featuring your advertorial in the season it is released.
- Inclusion in email announcement for each issue (126k + subscribers).
- QR code signage to promote Lake Life Sheboygan in your place of business.

TERMS

- Ad reservations must be received by the **1st of the month prior** to launch date.
- Ad materials must be sent by the **10th of the month prior** to launch date.
- Preferred format is a high-quality **jpg or png**.
- Ads will be used continuously unless otherwise specified.
- Ad contracts cancelled during the contracted term will be billed at the appropriate monthly rate for the remainder of the contract.
- Ad placement will be at the discretion of the Lake Life Sheboygan editorial staff.
- Invoices for advertisements are billed on a quarterly basis.
- Ad design services are available for **\$100 per ad** with one round of changes allowed.



LAKE LIFE SHEBOYGAN

BUSINESS NAME: _____

CONTACT: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____

EMAIL: _____

PLAN CHOSEN:

____ **FULL PAGE** **INVESTMENT: \$** _____

____ ANNUAL PLAN OR ISSUE(S):

____ SPRING ____ SUMMER ____ FALL ____ HOLIDAY ____ WINTER

____ **HALF PAGE** **INVESTMENT: \$** _____

____ ANNUAL PLAN OR ISSUE(S):

____ SPRING ____ SUMMER ____ FALL ____ HOLIDAY ____ WINTER

____ **QUARTER PAGE** **INVESTMENT: \$** _____

____ ANNUAL PLAN OR ISSUE(S):

____ SPRING ____ SUMMER ____ FALL ____ HOLIDAY ____ WINTER

____ **AD DESIGN** **\$100 X** ____ **# OF ADS NEEDED = \$** _____

TOTAL INVESTMENT: \$ _____

SIGNATURE _____

DATE _____