



## 2018/2019 PUBLISHING SCHEDULE

### January 2018

Ad Reserve	Dec 8
Ad Materials	Dec 15
Mails	Jan 2

### May 2018

Ad Reserve	Apr 2
Materials	Apr 9
Mails	Apr 28

### September 2018

Ad Reserve	Aug 8
Ad Material	Aug 14
Mails	Sept 1

### January 2019

Ad Reserve	Dec 4
Ad Materials	Dec 11
Mails	Jan 3

### 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 31,000 Lakewood households and businesses, reaching 59,000 readers.

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

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

- Overall, 2017 saw a steady increase in home sales and prices over 2016.
- Buyers are looking for a wide variety of home types in price points from affordable to executive.
- Median sales price rose 25% between Sept. 2016 and Sept. 2017.
- Commercial project valuation is up 7%
- Over 1.2 million sq. ft. of new construction is underway in 2017 including two new hotels and a 470,000 sq. ft. commercial building.
- As of September, Lakewood welcomed 155 new businesses in 2017



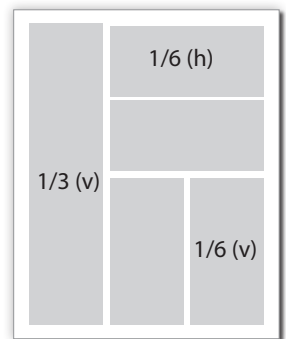
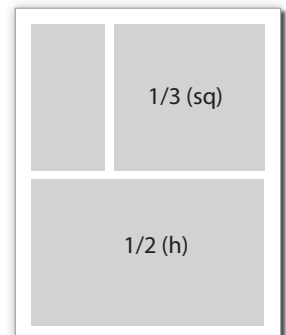
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AD RATES (rates per issue)		
	1x	3x
Outside Back Cover	\$3,000	\$2,500
Inside Back Cover	2,700	2,295
Inside Front Cover	2,700	2,295
Full Page	1,800	1,530
1/2 page	1,200	1,020
1/3 page	800	680
1/6 page	400	340
<b>Ad Design &amp; Production</b> (Includes 3 revisions. Additional charges will apply thereafter)		\$100



AD SIZES (width x height)			
Full page	8.375" x 10.875" (trim)	7.875" x 10.375" (live area)	8.625" x 11.125" (with 1/8" bleed)
1/2 page	7.25" x 4.81"		
1/3 page	4.75" x 4.81" (square)	2.25" x 9.625" (vertical)	
1/6 page	2.25" x 4.81" (vertical)	4.75" x 2.25" (horizontal)	



## Philips Publishing Group

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

## AD SPECIFICATIONS

High-resolution PDFs. 300dpi resolution, colors converted to CMYK, all fonts embedded.