



## 46 YEARS

OF ADVERTISING EXPERIENCE

With that many years of experience, you're purchasing more than just ad space. Our sales team - comprised of well-known members of the community with a passion for small business - will position your business to sell. They know that when you're growing, we're growing.

## 44,380

IMPRESSIONS AVERAGED WEEKLY

Between our print circulation, email subscribers, web viewers, and Facebook readers, we reach an average of 44,380 impressions every week. With seasonal print increases from Memorial Day to Labor Day, we can reach 177,000 impressions in just one month.



PRINT REACH  
≈37,028

FREE ONLINE EDITION

Our website, [lakesnewssshopper.com](http://lakesnewssshopper.com), publishes the complete edition of The LNS every week. At no extra charge. Ever. This effectively makes your reach unlimited and unmatched in the area. Read The LNS on your tablet at home, at the beach, or aboard the Queen II.



WEB VIEWS  
3,754

DESIGN STAFF

Professional graphic designers are on-hand to give your ad the look and feel that your brand requires. With an almost infinite number of ad possibilities, we're sure there is an ad for your budget and audience.



EMAIL SUBS  
1,000+

PEOPLE CHOOSE US

Since it's free, your audience actually chooses to pick up and read your advertisements and local area news, events, and opportunities.

COVER TO COVER

The LNS is published weekly, and since so much happens in the area each day, each page is read carefully from front to back. With capsule news, the latest in advertisements and specials, and weekly columns from our writers, every page is important to our readers and to us.

FREE DELIVERY

Our 17,000+ postal mailings cover the entire Iowa Great Lakes region as well as the four surrounding counties. With over 3,000 additional papers distributed at key drop-points in commercial and residential areas, you can be assured that it will reach your target. The best part? It's free.



FACEBOOK LIKES  
2,230+

LIMITLESS VARIETY

From restaurants to concerts, drink specials to movies, and shopping to sports; whatever you need in the lakes area we've got it in The LNS. With so many unique businesses in the area, no two ads are alike - just like your customers.

# CHOOSE YOUR BUDGET

## 1/2 PAGE AD (7" x 21")

### Regular Weekly Rate:

\$554<sup>.40</sup> black & white  
\$629<sup>.40</sup> full color

### Special Monthly Rate:

\$1,881<sup>.65</sup> black & white  
\$2,181<sup>.60</sup> full color

Monthly Savings = \$336  
Yearly Savings = \$4,032

## 1/4 PAGE AD (7" x 10")

### Regular Weekly Rate:

\$264 in black & white  
\$314 in full color

### Special Monthly Rate:

\$984 black & white  
\$1,184 full color

Monthly Savings = \$72  
Yearly Savings = \$864

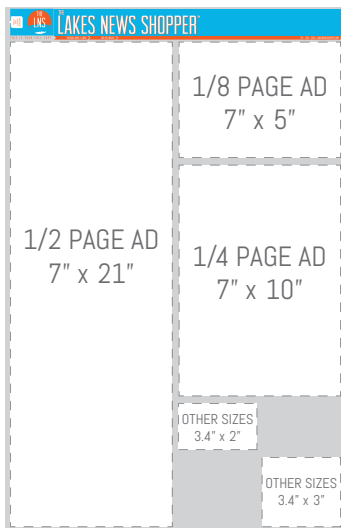
## 1/8 PAGE AD (7" x 5")

### Weekly Rate:

\$132 in black & white  
\$182<sup>.40</sup> in full color

### Monthly Rate:

\$528 black & white  
\$728 full color



## OTHER SIZE OPTIONS

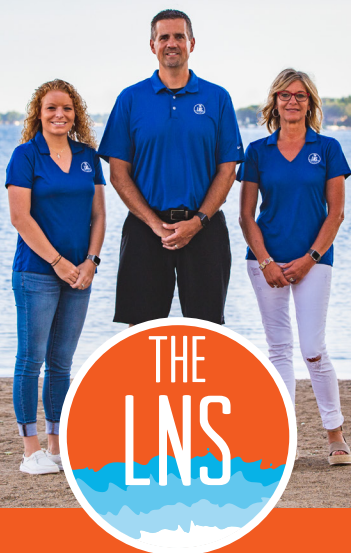
Our sales team will work with you to make an ad any size that fits your budget!

### Weekly

3.4" x 2": \$26<sup>.40</sup>

3.4" x 3": \$39<sup>.60</sup>

**NON PROFIT RATES**  
are available for all ad sizes at the editor's discretion.



## THE LAKES NEWS SHOPPER

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