



48 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.



PRINT REACH
≈45,900

53,240+ IMPRESSIONS AVERAGED WEEKLY

Between our print circulation, email subscribers, web viewers, and social media readers, we can reach an average of 53,240 impressions every week. With seasonal print increases from Memorial Day to Labor Day, we can reach 212,960 impressions in just one month.



WEB VIEWS
3,800+

FREE ONLINE EDITION

Our website, lakesnewsshopper.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.



EMAIL SUBS
1,200+

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.



FOLLOWERS
3,800+

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 22,000+ 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.

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:

\$579^{.60} black & white
\$654^{.60} full color

Special Monthly Rate:

\$1,982^{.40} black & white
\$2,282^{.40} full color

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

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

Regular Weekly Rate:

\$276 in black & white
\$326 in full color

Monthly Rate:

\$1,104 black & white
\$1,304 full color

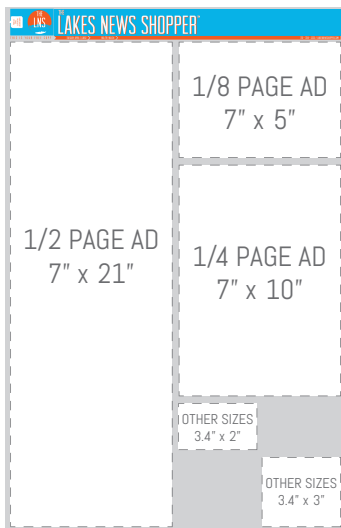
1/8 PAGE AD (7" x 5")

Weekly Rate:

\$138 in black & white
\$188 in full color

Monthly Rate:

\$552 black & white
\$752 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": \$27^{.60}

5.25" x 3": \$62^{.10}

5.25" x 5": \$103^{.50}



THE LAKES NEWS SHOPPER

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