

Savannah Shorelines

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description

“Shorelines” is a monthly independent magazine that has served the active adult community of Savannah Lakes Village for more than 20 years. Our goal is to build **community pride** and awareness through coverage of local happenings in the Village and around the greater Lake Strom Thurmond/Clarks Hill Lake.

circulation and demographics

Circulation in excess of **2,800 addresses**, mailed free to all Savannah Lakes Village property owners, residents, advertisers and others in the community. In addition there are **9 news stands** throughout the region. The average villager is **59 years old** and has a mean household **income of \$98,211**, which is twice the national average.

investing your advertising dollars with us makes sense!

A recent Property Owner’s Association survey declared, “The Shorelines is clearly the most preferred source of information for keeping up on Savannah Lakes Village news and information with 85% of villagers considering this source very useful.” We provide an advertising vehicle aimed at a clearly defined, specific group of the senior population. Our readers are retired, they still have disposable income, and they are active. Shorelines is the single most powerful marketing tool to reach each and every one of them.

advertising deadline

Ad copy is due by the 10th of the month prior to publication date. **

ad rates

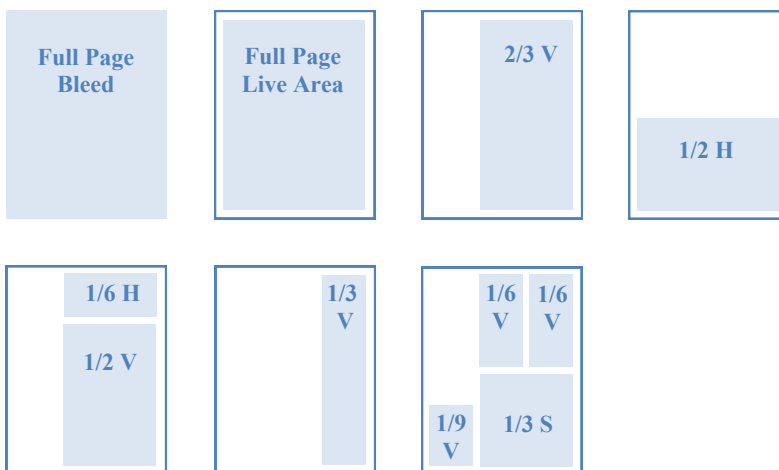
Rates are listed in the table to the right. Terms are net 30. Tear sheets will be provided with monthly invoices upon request, otherwise a magazine will be mailed to you.

mechanical requirements

Free design and layout available for advertisers. Advertisers need to supply logo and relevant text. Shorelines accept ads, logos and photos on storage device and via email. Photos must be provided at 300dpi at final size. PDFs are accepted.

Support local business & community!

advertising dimensions



advertising rates 2015			
Size	Dimension (w x h)	Price	New Customer Sale Price!
Page Trim Size	8.375 x 10.875		
2 Page Spread (Bleed)*	17 x 11.125	\$1395	\$1190
Back and Inside Cover	8.625 x 11.125	\$850	
Full Page (Live Area)	7.375 x 9.875	\$770	\$595
Full Page (Bleed)*	8.625 x 11.125	\$770	\$595
2/3 Page Vertical	4.825 x 9.875	\$525	\$495
1/2 Page Vertical	4.825 x 7.375	\$365	\$295
1/2 Page Horizontal	7.375 x 4.825	\$365	\$295
1/3 Page Vertical	2.25 x 9.875	\$260	\$195
1/3 Page Square	4.825 x 4.825	\$260	\$195
1/6 Page Vertical	2.25 x 4.825	\$145	\$125
1/6 Page Horizontal	4.825 x 2.25	\$145	\$125
1/9 Page Vertical	2.27 x 3.15	\$75	\$75
Marketplace	2.27 x 1.5	\$40	\$40
Real Estate & Rentals		\$25	\$25

*Please keep important information within the live area.
Rates are per month
Rates are subject to change

**Shorelines reserves the right to refuse any advertisement deemed inappropriate for the publication. Shorelines takes no responsibility for the claims of its advertisers. In case of error or omission, the publisher’s sole liability is to publish the advertisement at a later date.



Advertising Agreement 2015

Client Information

Client (Business): _____

Agency (if applicable): _____

Contact Person: _____

Phone: _____ Fax: _____

Billing Address: _____

City: _____ State: ___ Zip: _____

E-mail: _____

Payment Options

Bill Me

Check

Credit Card

Name on Card: _____

Card Number: _____

Expiration Date: _____ CCV: _____

Billing Address: _____

City: _____ State: ___ ZIP: _____

Circle One



Ad Size	Circle or Check One	
___ Full Page (Live Area)	___ 2/3 Page Vertical	___ 1/3 Page Vertical
___ Full Page (Bleed Area)	___ 1/2 Page Vertical	___ 1/3 Page Square
___ 2 Page Spread (Bleed)	___ 1/2 Page Horizontal	___ 1/6 Page Vertical
___ 1/6 Page Horizontal	___ 1/9 Page Vertical	___ Marketplace
		Total: \$ Per Month _____

Notes:

Confirmation of Agreement

Disclaimer: Ad copy, size and space reservation are due the 10th day of each month prior to the following month's publication. Shorelines reserves the right to refuse any advertisement deemed inappropriate for the publication. Shorelines takes no responsibility for the claims of its advertisers. In case of error or omission, the publisher's sole liability is to publish the advertisement at a later date.

<p>By my signature to the right, I agree to all the terms and conditions of this contract. I further warrant that I have full authority to contract for the services represented herein. I understand that failure to meet the terms of the contract will result in a prorated charge.</p>	<p>Savannah Shorelines Representative: _____</p> <p>Title: _____ Date: _____</p> <p>Client Authorization: _____</p> <p>Date: _____</p>
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