

The Lakeland Magazine



Magazine

Welcome to **Lakeland Magazine**, the first magazine created featuring the very best of our city and Central Florida.

Lakeland Magazine reflects the character, interesting people and vibrant, gracious life-style of this place we call home.

Lakeland may be best known nationally and internationally as the citrus capitol of Florida. However, in recent years our town has been named as one of the best places to live in America. It is this quality of life the magazine seeks to celebrate. Our city is rich with the diversity of its people and lifestyles from students to retirees and everyone in between.

It is the goal of **Lakeland Magazine** to reflect this rich tapestry of life and people onto our pages. In the magazine, articles and photographs mirror the richness and robustness of the Lakeland experience. You also will see a marketplace of advertising that reflects the best our city has to offer.

Lakeland Magazine has a total distribution of 16,000. It is direct mailed to homes valued at \$225,000 and above throughout West Polk County. Issues are also distributed by upscale restaurants, hotels, local businesses and premier shopping destinations such as Publix, Barnes & Noble and Books-A-Million.

Advertising in the Lakeland Magazine will direct qualified and motivated shoppers to your business!

Lakeland Magazine, Indulge!

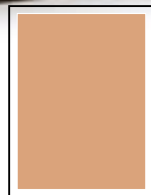
UPCOMING PUBLICATION DATES:

Jan. 26, 2007.....Deadline Dec. 1, 2006
 April 19, 2007.....Deadline March. 1, 2007
 July 19, 2007.....Deadline May 31, 2007
 Oct. 18, 2007.....Deadline Aug. 30, 2007

To reserve your space please call The Ledger at 863/802-7410

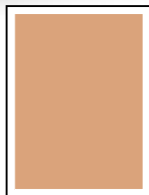
INVESTMENT:

Back Cover.....\$2730
 Inside Front.....\$2205
 Inside Back.....\$2205
 Full Page.....\$1985
 Half Page.....\$1129
 Quarter Page...\$683



Full Pg. Bleed*
 8.625" x 11.125"

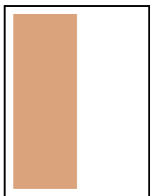
*Live ad area 7.375" x 9.875"
 *Trim Dimensions 8.375" x 10.875"



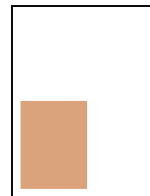
Full Page
 7.375" x 9.875"



Half Horizontal
 7.375" x 4.75"



Half Vertical
 3.564" x 9.875"



Quarter Page
 3.564" x 4.75"

Double Truck - 17.031"X10.875"

PRE-PRESS SPECIFICATIONS

- All art, photo or graphic, color or B/W, has to be 300 dpi
- Do not enlarge 300 dpi art in layout as it reduces the dpi
- Use CMYK color profile
- Line art 1200 dpi
- Follow PDF settings which will be faxed
- Line screen...minimum 150

10% DISCOUNT
 For 4 consecutive editions

The Ledger