



THE SEVEN LAKES INSIDER

News & Events Inside The Seven Lakes Community

The Seven Lakes Insider is printed once a month before the 10th of each month. It reaches over 5,100 homes in every corner of Seven Lakes (North, South, and West) as well as Foxfire Village and McLendon Hills.

In addition to mailing out *The Insider*, additional copies will be distributed for pick-up at Seven Lakes business locations. The total number of copies in circulation will be about 6,000.

The Insider is published monthly, providing consistent opportunities for businesses to advertise to the community.

Key Facts About *The Insider*

- Businesses receive a **FREE** online directory listing, giving the community access to basic or detailed information.
- Press Releases and Announcements may be sent in for online publication – **FREE** of charge!
- *The Insider* provides Online and In-Print advertising opportunities – reaching all corners of the community. Our Online presence meets the needs of the younger, technological generation, while our In-Print paper satisfies those who still prefer to feel paper between their fingers as they read.
- *The Insider* will be mailed to every home in Seven Lakes North, South, and West as well as West End, Foxfire, and McLendon Hills.
- No Contracts Necessary! Don't want to commit to a long-term contract? Month-to-month options available!

Commit for 6 months to receive a 5% discount or for 12 months for a 10% discount!

In-Print & Online Package Pricing Specials

Package	1 Month	6 Months	12 Months
Full Page + Sidebar	\$550	\$3,135	\$5,940
2/3 Page +Sidebar	\$365	\$2,081	\$3,942
1/2 Page +Sidebar	\$268	\$1,528	\$2,894
Banner +Sidebar	\$230	\$1,311	\$2,484
1/4 Page +Sidebar	\$145	\$826	\$1,566
1/8 Page +Sidebar	\$73	\$416	\$788

Inserts

Want to include an insert in our edition? Inserts must be 10x12 inches or smaller. We must have 6,000 copies of the insert(s) mailed to our printer by the 20th of the month prior. Please ask for pricing to have the inserts printed instead of mailing them in.

1 Insert	\$275
2 Inserts	\$300
3 Inserts	\$325
4 Inserts	\$350

For More Information

Contact owner, Janna Guerra, at 910-690-8798 or Janna@TheSevenLakesInsider.com.

Advertising Policy

Ad Processing, Due Dates, & Payments

Ad Commitment	Due by 15 th
Ad Payment	Due Immediately
Ad Creation/Revision	Begin by 20 th
Ad Approval	Due by 25 th

- 1) Commitment to Ad – Commitment Required by the 15th of preceding month
To place an ad for the next issue, verbal or written commitment is required by the 15th of the preceding month, and ad approval must be sent to us by email by midnight the 25th. The commitment will be made final when payment is received.

- 2) Invoicing – Immediate Payments Required
Invoices will be sent upon ad commitment. Payment must be submitted ***BEFORE*** the 20th of the preceding month. *The Seven Lakes Insider* is not obligated to remind companies of open invoices. Payment must be received before graphic design begins.

- 3) Advertising Suspension
If an invoice is not paid by the 20th of the month, it may result in a suspension of advertising.

- 4) Ad Creations & Revisions – by the 20th of preceding month
Our graphic designer will be happy to work with you anytime. However, our ads are created and revised on a first-come-first-serve basis. Ad information or changes that are not submitted in a timely manner may not be prepared in time for our approval deadline and, therefore, may not be printed in the upcoming edition. All information regarding ads must be submitted by email only. The SLI is not responsible for ensuring that emails are sent/received by client.
 - A) Submit Your Own Ad
The ad must meet the requirements of The SLI and be submitted to our graphic designer. See “**Ad Requirements.**”

 - B) Request an Ad Creation
The SLI can create and ad for you! Your information must be submitted to our graphic designer. See “**Ad Creation Request Form.**” New ads may be revised two times after creation before fees are applied.

 - C) Ad Revisions
If you have previously run an ad with us, any requested changes must be submitted to our graphic designer. This is also applicable to clients who have ad contracts. Ads may be revised up to two times per month before fees are applied.

- 5) Ad Approval – by the 25th of preceding month
Ad approval must be sent by midnight on the 25th of the preceding month in order to appear in the next issue.

- 6) Cancelled Advertisements
Ads that are cancelled after the 20th will not be refunded. However, the payment may be applied to a future advertisement.

Ad Requirements

All submitted ads must be at least 300dpi and be submitted as a JPEG, PDF, or PNG file.

Ads may not have any content deemed inappropriate for a newspaper publication.

Ads must be of the following dimensions.

Size	Width (inches)	Length (inches)
Full Page	10.125	12.7
Half (1/2) Page	10.125	6
Quarter (1/4) Page	6.015	5
Eighth (1/8) Page	3.96	4

Please submit advertisements as soon as possible in case of any technical issues.

Our graphic designer will ensure that clients' ads are approved for print.

Ad Creation Request Form

(Note: Invoice for ad must be paid before ad creation begins.

Please submit payment as soon as possible.)

Please submit this form as soon as possible for our graphic designer to work with you.

1. This is an ad for _____

2. I will email the company logo and/or photos for the ad (yes/no) _____

3. The ad colors should be _____

4. The color of the wording should be _____

5. Ad Title: _____

6. Ad Wording: _____

7. I would like a generic photo in my ad (yes/no). If so, what of? _____

8. I would like a cut-out coupon in my ad (yes/no) that says _____

9. I have an extra request: _____
