

———— Your **FREE** Guide To Family Life In Lincoln ———— LINCOLN KIDS

Nonprofit Magazine Media Kit | Rates effective January 2019. Dimensions March 2020

Print Circulation: 18,000+ • Readership: 22,000+ (print, digital, & communal) • Available at over 300 locations + online • Est. 1994

Reach over **18,000** families each season by advertising in **LINCOLN KIDS!**

LK is THE essential connection between Lincoln families and the local businesses & events for them.

100% of surveyed readers read LK specifically to view the ads—they want to know about you!

GOOD TO KNOW

What is 1x and 4x?

1x rates apply to intermittent advertising. The lower **4x** rate is given to 4x (annual) commitments.

Frequency & consistency drive familiarity and results. Let LK help you become a house-hold name with Lincoln families.

Flexible Commitments.

When you sign up for a 4x commitment, you are not locked into one ad type—you can change size, color, and content from issue to issue, and each ad still receives its respective 4x discount.

Ad Design Available

We offer low design rates for in-house ads, and affordable freelance design rates for non-LK material.

\$15/hr for LK ad design
\$30/hr for non-LK freelance

Standard Display Ads	BASE RATE Grayscale, per ad		COLOR CMYK	WxH, Inches ^B Optional bleed, email for specs	
	1x	4x	Each	Horizontal	Vertical
1/8 Page	220	185	+45	3.75 x 2.1875	1.75 x 4.625
1/4 Page	360	300	+65	-	3.75 x 4.625
1/2 Page	590	500	+95	7.75 x 4.625	3.75 x 9.5
Full Page	915	790	+115	-	7.75 x 10 ^B
Directory Listings	55/ea	175/yr	Childcare & Education • Birthdays • Lessons/Activities Little Ones Activities • Seasonal Camps • Holiday Gift Guide		

Premium Display Ads	BASE RATE Grayscale, per ad		COLOR CMYK	WxH, Inches ^B Optional bleed, email for specs	
	1x	4x	Each	Horizontal	Vertical
Cover Sponsorship	Logo & page mention on the front cover + ad & article on first editorial pages. Sponsorship fee determined by interior ad size (larger ad, lower sponsorship rate)				
Quarter Page Color	+375	+375	req.	-	3.75 x 4.625
Half Page Color	+300	+300	req.	7.75 x 4.625	3.75 x 9.5
Full Page Color	+250	+250	req.	-	7.75 x 10 ^B
Front Inside Cover, L or R	+150	+150	req.	Premium fee + full page color rate. Full page only. Bleed recommended. Please email for template or specs/document setup.	
Back Inside Cover, Right	+50	+50	req.		
Back Cover (Exterior)	+100	+100	req.		
Half Spread (2 pgs.)	1050	950	incl.	16 x 4.625 ^B	-
Full Spread (2 pgs.)	1600	1300	incl.	16 x 10 ^B	-
Calendar Page Ad	1/8 or 1/4 page only. Limited availability. Placement fee in addition to ad cost.				
Single (only ad in issue)	+100	+100	req.	Eighth or Quarter Page.	
Dual (2nd ad in issue)	+50	+50	req.		

FYI: Thin, white text is discouraged for print. Black text will print the clearest. Ads should be a 300dpi, CMYK (not RGB) PDF.

SPRING • Feb-Mar-Apr

Reserve by Jan 10
Creative due Jan 15

SUMMER • May-Jun-Jul

Reserve by Apr 10
Creative due Apr 15

FALL • Aug-Sep-Oct

Reserve by Jul 10
Creative due Jul 15

WINTER • Nov-Dec-Jan

Reserve by Oct 10
Creative due Oct 15