

LAKE NORMAN

# CURRENTS



**2018**  
Marketing  
Information

Where can you  
find a copy?

Advantages of  
Advertising in  
*CURRENTS*

Reach one of the most  
affluent and fastest growing  
markets in the country!

# About Us



Lake Norman CURRENTS Magazine will embody the character, the voice and the spirit of its readers, its leaders and its advertisers. It will connect the people of Lake Norman through inspiring, entertaining and informative content, photography and design, all of which capture the elements of a life well lived on and around our community known as Lake Norman.

## Where you can find us!

In addition to 250 drop locations where CURRENTS is available for free, we also offer direct delivery to homes in neighborhoods throughout the Lake Norman area. These neighborhoods include:

### Cornelius

Peninsula  
 Jetton Cove / Bethel Church Rd  
 Torrence Chapel Road  
 Westmoreland Lakes  
 Bluff Point Bordeaux  
 Norman Place Sterling  
 Norman Island 100 / Bay Shores  
 Lookout Point  
 Bailey's Glen

### Denver

Sailview  
 Governor Island  
 Verdict Ridge  
 Cowans Ford  
 Smithstone  
 Trilogy

### Davidson

River Run  
 Woodlands  
 Westmoreland Farms  
 Pine Street  
 Pages Pond



### Huntersville

Birkdale  
 Hampton Ridge  
 Carrington Ridge  
 Green Farms  
 Northstone  
 Skybrook  
 Wynfield

### Mooreville

The Point  
 The Harbor  
 The Farms  
 Alexander Island  
 Franklin Grove  
 Muirfield  
 Royal Pointe

Our 250 locations throughout the Lake Norman area include Harris Teeter stores and Cashion's Quick Stops.

## 2018 Editorial/Special Sections Calendar\*

*\*Themes are subject to change.*

**January** – The Cozy Issue — Real Estate  
 (Lake Norman Homebuilders' Best of the Lake Awards pull out section)

**July** – The Pet Issue  
 (Veterinary Profiles-special advertising section)

**February** – The Health and Happiness Issue  
 (Medical Profiles - special advertising section)

**August** – Best of Lake Norman  
 (Who's who at the lake)

**March** – The Home Design Issue  
 (Everything to feather your nest for spring)

**September** – Fall Arts Preview  
 (The inside scoop on our culture scene)

**April** – The Music Issue  
 (Lake Norman Nuptials — special wedding section)

**October** – Fall Fashion  
 (Women in Business Profiles – special advertising section)

**May** – The Boat + Style Issue  
 (Incorporate boats into fashion shoot)

**November** – The Family + Friends Issue  
 (Shop Local special advertising section)

**June** – Summer Fun A to Z  
 (Photo contest for cover and inside photo spread)

**December** – The Doing Good/Holidays at Lake Norman  
 (Shop Local special advertising Section)

## Contact Us

**Publisher:** MacAdam Smith, Mac@LNCURRENTS.com  
**Advertising Director:** Sharon Simpson, Sharon@LNCURRENTS.com  
**Editorial:** Lori K. Tate, Lori@LNCURRENTS.com

704.749.8788  
 Fax: 1.888.887.1431

# Rates

Ad Size	2-Page Spread	Back Cover	IFC	Full Page	1/2 V	1/2 H	1/3 H	1/3 Square	1/4 Page	1/6 Page
NUMBER OF TIMES <b>12</b>	\$2,175	\$1,875	\$1,500	\$1,125	\$750	\$637	\$506	\$450	\$356	\$262
<b>6</b>	\$2,320	\$2,000	\$1,600	\$1,200	\$800	\$680	\$540	\$480	\$380	\$280
<b>3</b>	\$2,465	\$2,125	\$1,700	\$1,275	\$850	\$722	\$573	\$510	\$403	\$297
<b>1</b>	\$2,900	\$2,500	\$2,000	\$1,500	\$1,000	\$850	\$675	\$600	\$475	\$350

# Packages

Expand your market reach by combining print advertising with website, social media & email marketing!

facebook posts

website banner

email newsletter banner

business profile 1/2 page minimum required

discount on GLL & MW when included with contract

Package	Details	facebook posts	website banner	email newsletter banner	business profile 1/2 page minimum required	discount on GLL & MW when included with contract
<b>Bronze</b>	<ul style="list-style-type: none"> <li>3 issue advertising agreement*</li> <li>15% off open rate</li> </ul>	✓				
<b>Silver</b>	<ul style="list-style-type: none"> <li>6 issue advertising agreement*</li> <li>20% off open rate</li> </ul>	✓	small banner			
<b>Gold</b>	<ul style="list-style-type: none"> <li>12 issue advertising agreement*</li> <li>25% off open rate</li> </ul>	✓	large banner	2 months	✓	
<b>Platinum</b>	<ul style="list-style-type: none"> <li>12 issue advertising agreement</li> <li>Half page minimum size</li> <li>30% off open rate</li> </ul>	✓	large banner	6 months	✓	\$200 discount
<b>Platinum Plus</b>	<ul style="list-style-type: none"> <li>12 issue advertising agreement</li> <li>Full page, premium position</li> <li>30% off open rate</li> </ul>	✓	large banner	all 12 months	✓	\$200 discount

\*Minimum 1/4 page ad size. Credit card on file required. Early contract cancellation will be subject to a shortrate based on the number of issues you have advertised in. All advertorial pieces will be placed at our discretion and no later than 6 months after completion of contract

# Ad Specs & production

**Full page**

- Trim size (orange area, elements outside this will be trimmed) - **9 x 10.875"**
- Live area (white line), no critical elements outside this line or they may be trimmed - **8.5" x 10.375"**
- Bleed size (gray area - allows for the trim of the magazine) - **9.25" x 11.125"**

**Two Page Spread**

- Trim size - **18 x 10.875"**
- Live area - **17.5 x 10.375"**
- Bleed size - **18.25 x 11.125"**

**1/3 Page Square**  
4.93" x 4.84"

**1/2 Page Horizontal**  
7.5" x 4.84"

**1/2 Page Vertical**  
3.65" x 9.875"

**1/4 Page**  
3.65" x 4.84"

**1/6 Page Vertical**  
2.479" x 4.84"

**1/3 Page Horizontal**  
7.5" x 3.05"

## Ad Production

All ads must be submitted in digital format. All files must be CMYK and submitted as a high-resolution PDF. Ads that are not press ready will not be accepted or will incur additional charges to prepare for print. PDF file and all embedded graphics should be 300 dpi. All fonts must be embedded. All colors are CMYK no spot colors or RGB colors. Ads containing colors other than CMYK will be converted and resaved as CMYK PDF files. Please see information above for proper ad sizes and specs for bleed ads.

## Deadlines for Space & Ad submission



**Space reservation deadline:**  
The 8th of each month



**Camera ready ads and all ads finalized:**  
The 15th of each month

# Expand your audience through online, social media, and email advertising

Let our social media department handle your facebook marketing and and take advantage of our weekly email marketing opportunities through Constant Contact!

## Website Advertising

Affordable website advertising is available on our website assuring you added exposure through our unique visitors daily. All of our publications are available in an online version and provide a link from your ad to your website with just one click!



### Banner size:

Wide banner size is 728px x 90px  
Short banner size is 287px x 90px,  
smallest file sizes possible.

## Facebook posts

As part of your multi-issue advertising package, you will receive Facebook posts on our CURRENTS page with over 7500+ followers. Take advantage of this opportunity to expand your market reach through social media!



## Weekly & Monthly E-news

**Each month** over 5000 readers and advertisers get a sneak peak into our upcoming issue with our E-newsletter. Banner advertising is available at the top of our E-newsletter for \$150 per month. In addition, we offer **weekly blasts** that are offered to only one sponsor for \$350.

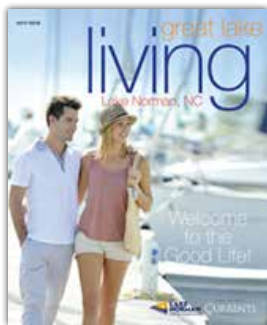
**Large Banner:** 728px x 90px  
**Small Banner:** 287px x 90px

72 DPI, no animated gifs,  
smallest file sizes possible.

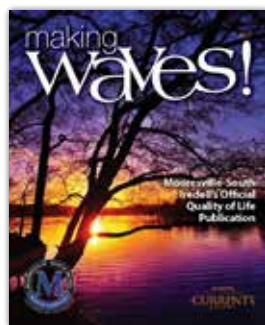
Contact your sales executive for details on how we can customize a digital advertising program to meet your needs.



Ask us about advertising in these annual Chamber Publications and Visitors' Guides. Reach the Lake Norman and Mooresville S. Iredell desirable newcomers market!



Great Lake Living



Making WAVES!



Visit Lake Norman

## ● What makes CURRENTS different?

CURRENTS is only about Lake Norman. We pride ourselves in featuring editorial content exclusively by and for the people who call Lake Norman home. We only cover local events, local people and local places. If it's about Lake Norman, you'll find it inside CURRENTS. That's why CURRENTS is Lake Norman's #1 choice for keeping up with what's happening at the lake.

## ● CURRENTS Gives back to the community

Since our launch in November 2008, CURRENTS has been a vital part of giving back over \$350,000 to the Lake Norman community through fundraisers, special events, sponsorships, etc. We believe that supporting our business community promotes growth and prosperity and creates a healthy economy.

● **Honors & Awards**  
**2013 Platinum MarCom Award** for 50th Anniversary of the Lake issue in the Magazine/Special Editions category.

**2013 Lake Norman Small Business of the Year**, awarded by the Lake Norman Chamber of Commerce.

**2012 Silver ADDY Award** for Creative Excellence, awarded by the Charlotte Chapter of the American Advertising Club.

**2010 & 2011 Gold MarCom Award** for Best Consumer Magazine, awarded by the Association of Marketing and Communication Professionals.

**2009 APEX Award for Best New Magazine**, awarded by the Association for Awards for Publication Excellence.

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