

BLUE STREAK NEWS



The Blue Streak News is a community publication created by the Lake Local Schools to provide news on the happenings of the district and various school orientated community groups. More than 11,000 issues of the full color 16-page publication are delivered to every household and business in Lake Township six times a year.

The publication is partially supported by advertising from local businesses. The Blue Streak News is a valuable tool for advertisers that want to reach an important Lake Township audience.

Blue Streak News Ad Pricing and Sizes

UNIT	OPEN RATE	6X RATE	SPECS
1 Unit	\$115	\$100	4.06" x 2.75"
2 Unit	\$225	\$200	4.06" x 5.58"
3 Unit	\$350	\$300	4.06" x 8.4"
4 Unit	\$500	\$425	4.06" x 11.25"
Back Cover	\$1,500	\$1,275	10.36" x 10"

Custom sizes are available upon request!

Ad deadline

September 16, 2011
November 18, 2011
January 20, 2012
March 16, 2012
May 25, 2012
July 20, 2012

In-Home Delivery

October 5, 2011
December 7, 2011
February 8, 2012
April 4, 2012
June 13, 2012
August 8, 2012

Ad specifications

- All digital files must be a minimum of 300 dpi.
- All digital images are preferred in .tif format, but .eps and .jpg formats will also be accepted. High quality print PDF, Quark files or Photoshop also accepted.
- All vector images must be saved as an .eps with all text converted to paths or outlines.
- Ads sent camera ready are subject to final approval by Blue Streak News.
- All ads should be uploaded to the FTP site (see your sales rep for specific instructions)



Blue Streak News is a publication of Lake. It is designed and printed locally through a partnership of Lake Local and GateHouse Ohio Media. For more information about Blue Streak News, contact Business Development Manager Patrick Mackie at Patrick.Mackie@CantonRep.com, phone 330.580.8430 or fax 330.580.2117.