

2017 Media Kit

307 Gilead Road
P.O. Box 3534
Huntersville, NC 28078



Lake Norman
Citizen
Your Town, Your Newspaper



What is the Citizen?

A newspaper's name should serve as a reflection of what it strives to be. The Lake Norman Citizen, a weekly newspaper serving the Huntersville, Cornelius, Davidson, Mooresville & Denver areas, is exactly what its name implies – an active citizen, just like you, of the Lake Norman community.

The Citizen pays homage to a bygone era of community newspapering. It provides a fair and impartial view of the news and how it affects the residents of our unique region. It gives unbiased, in-depth coverage of our local governments and politics, gets into the halls of our local schools, tells you what's happening in our houses of worship, highlights the Lake Norman-area lifestyle, promotes and supports local charities and charitable organizations, provides in-depth coverage and statistics of local scholastic and recreational sports, and serves as a forum for the exchange of opinions and ideas of our local citizens. It is filled with valuable information that can be found nowhere else but within its pages.

What does all this mean for you? The Citizen provides you with the opportunity to have your advertisement in 23,000 copies, mostly home-delivered as well as strategic rack Locations, plus more than 3,000 electronic subscriptions as part of our "Go Green" initiative.

Mission Statement

The Lake Norman Citizen strives every day to be a true community partner; a unique and impartial outlet of information and insight and a vehicle for local business success.

The People's Paper

The Lake Norman Citizen is a high-quality, weekly newspaper that is delivered to more than 23,000 homes and businesses of the north Mecklenburg, south Iredell & Denver areas. As the "citizens' newspaper," it contains something for everyone in a variety of sections, all designed with the reader, and your potential customer, in mind. Readers are invited to participate in the coverage of what interests them most by submitting photos, suggesting story ideas and providing information about their events and activities.

The Citizen is the source for local readers to find reliable coverage of their town government, what's going on in their schools, keep up with their favorite high school sports teams, share their ideas about important issues, and to find out what their fellow citizens are doing. The Citizen is the people's newspaper.

News

The Citizen provides in-depth coverage of the town governments of Cornelius, Davidson, Huntersville and Mooresville as well as news of the activities of local representatives of county, state and federal governments. Because crime and crime prevention are important to readers, the Citizen runs a complete list of arrests and incident reports as well as highlight the biggest stories out of the local police departments. Of course, the Lake Norman area is full of interesting and influential people, so readers are able to keep up with what their neighbors are doing. During the election season, the Citizen will be the definitive source for information about candidates running for local office.

As the community's newspaper, the Citizen offers an opportunity for its readers to submit news and photographs for print. To the Citizen, everyone is a reporter, and no one knows more about what's going on in their community than the residents themselves.

Schools

What's happening in the halls of our local schools is of paramount importance to the readers of the Citizen. Along with a thorough listing of school notes, the Citizen covers the biggest stories in our local schools, highlights noteworthy accomplishments of students and faculty, accommodates photos of school activities, and prints the honor rolls of the local schools.

Lifestyle

The Lake Norman area has a unique lifestyle all its own, and the Lake Norman Citizen provides a variety of opportunities for local service clubs, nonprofit organizations, social events and public venues to promote their events and activities. There is something for everyone, including listings of activities for kids to senior citizens, promotion of charitable events, entertainment options, public service opportunities and much more. Readers are invited to submit photos of everything from neighborhood parties to Eagle Scouts for consideration.

Sports

Nothing says community like local sports, from youth leagues to high schools, and the Citizen is the definitive source for local sports coverage. The Citizen provides detailed coverage of north Mecklenburg's three public high schools, private schools and more, covering all sports, from the big Friday night football games to printing complete swim meet results.

Citizens' voices

The Citizen is the forum for the exchange of ideas submitted by local citizens, community leaders and even elected officials. From editorials to letters to the editor, special guest columns and quips and quotes from local leaders in The Horse's Mouth, readers can find out what their fellow Lake Norman-area residents think about key issues of the day, and tell them what they think as well..

Demographics

The Lake Norman Citizen serves a vibrant and affluent region that is poised for continued growth and prosperity. With Lake Norman acting as the fuel that drives the area's economic engine, the north Mecklenburg / south Iredell region continues to attract new residents and new businesses. The Citizen is an active partner with your business while serving as the platform for providing news and information as well as a community forum for the exchange of ideas.

Nearly 120,000 residents of the towns of Cornelius, Davidson, Huntersville and Mooresville call the Lake Norman area home, truly the size of a medium-size city itself. While the residents of each identify with their individual town, they are also in essence citizens of the entire Lake Norman region. Because of proximity and access, they may live in one town and work in another, but they shop, dine and use services in all four.

The Citizen serves a region in which the median household income for a family exceeds \$95,000, according to the most recent estimates of the U.S. Census Bureau. As an indication of the region's affluence, on April 22, 2009, the average listing price of a home in Huntersville was \$320,000, in Davidson \$396,000, Cornelius \$496,000 and in Mooresville \$226,662 according to figures provided by Trulia.com. Rather than drive to Charlotte or elsewhere, these residents prefer to spend their money locally. The Citizen can be your partner in putting your business inside more than 23,000 homes who want, and have the means, to support their local merchants.

Mechanical Specifications

Advertisement Sizes

Columns.....	Picas.....	Inches
1 Column.....	10p8.....	1.80
2 Columns.....	22p74.....	3.79
3 Columns.....	34p68.....	5.78
4 Columns.....	46.56.....	7.76
5 Columns.....	58.5.....	9.75
Full Page.....	9.75 inches wide by 11 inches tall	
Double Truck.....	20.5 inches wide by 11 inches tall	

Standard Ad Sizes
 1/8 Page = 2 col. x 3.5 in.
 1/4 Page = 2 col. x 7 in.
 1/2 Page = 4 col. x 7 in.
 or 5 col. x 5.5 in.
 Full Page = 5 col. x 11 in.

Deadlines - Based on Wednesday Publication Date (Weekly)

Space Reservation Deadline

9 Days Prior to Publication Date

Art Submission Deadlines

Print Ready Ads.....5 Days prior to publication date
 Ads To Be Built by the Lake Norman Citizen.....8 Days Prior to publication date

Graphic/Artwork Specifications

Print Ready Ads

Required format is hi-res PDF file with all fonts and images embedded.
 Embedded images must be a minimum of 300dpi
 All Colors are CMYK; with all black type or graphics 100% Black (0%C, 0%M, 0%Y, 100%K)
 No spot colors and no RGB colors.

Ads Built by The Citizen

Digital files preferred (JPEG, EPS, TIFF) for logos, photos and any artwork. Please send the highest quality artwork available; must be at least 300 dpi at 100% in order to print properly.
NO Microsoft Publisher files please
 Any request for design outside of the display ad, (logo design or resizing of ad) will incur additional charges.

Ad/Art Submission Address: ads@lakenormancitizen.com

Please include company name, publication date, contact info including name, phone number and email address.

Advertising and Editorial Reproduction Rights: The *Lake Norman Citizen* retains the rights, title and interest to all advertising and editorial layouts/designs created by the graphics team for the *Lake Norman Citizen*. Any reproduction of these layouts/designs appearing in any other publication or sales collateral is strictly prohibited without prior consent from the *Lake Norman Citizen* management. Reprinting of any editorial material is prohibited without written consent from the editor or publisher.

Display Advertising Rate Card (2016/2017)

Rates Based On Cost Per Column Inch

AD SIZE	OPEN RATE	FREQUENCY DISCOUNTED RATES			
	1X	6X	13X	26X	52X
5-27 column inches	\$28	\$25	\$23	\$21	\$18
28-56 column inches	\$28	\$23	\$21	\$19	\$16

- **Optional Color** \$100 per ad
- **Optional Guaranteed Placement**
Back Page, Center Spread, Page 3 Additional 20%
All other guaranteed placement..... Additional 15%

PRICING EXAMPLES

Ad Size	Col. Inches	6X	13X	26X	52X
Full	56	\$1288	\$1176	\$1064	\$952
Half	28	\$644	\$588	\$532	\$476
Quarter	14	\$350	\$322	\$294	\$266
Eighth	7	\$175	\$161	\$147	\$133

Frequency Discount Time Frames

6x.....6 ads within 6 months* 26x.....26 ads within 1 year* * From Contract Date
13x.....13 ads within 1 year* 52x.....52 ads within 1 year*

Insert Rates (November 2015)

Pre-printed inserts

Single Sheet.....\$38 per 1000 / Multi-Page Call for Insert Rates

- Minimum Order 15,000 Inserts
- Insert Orders Must Be Pre-Paid

Inserts will be machine inserted and should be printed on a minimum of 20 lb. stock.

- Maximum Size 10.069" x 11.125"
- Minimum Size 9" x 4"

Inserts should be scheduled and delivered to printer 1 week in advance of publication insertion date.

DELIVERY ADDRESS:

Winston-Salem Journal, Production Facility, 2051 East Fifth Street, Winston-Salem, NC 27101

Inserts should be clearly marked with:

For Lake Norman Citizen, with quantities and the insertion date.

**Contact us for more information at
adinfo@lakenormancitizen.com or 704-948-3348.**

Business Card Advertising Section (2016/2017)

HOME IMPROVEMENT



644 Abington Drive
 Concord, NC 28025
 704-239-4806
 WWW.STICKSLANDSCAPE.COM

**Actual Ad
 Size Example**

**Ad Size
 3.3 x 1.83**

Single Card Rates				
Number of Ads	6 Ads	13 Ads	26 Ads	52 Ads
Price Per Ad	\$40 per ad	\$35 per ad	\$30 per ad	\$25 per ad
Total Contract Price	\$240	\$455	\$780	\$1300
• Ads MUST run consecutive weeks • Business card contracts must be pre-paid				

Contact us for more information at
classified@lakenormancitizen.com or 704-948-3348

Classified Advertising Section (Nov. 2014)

YOUR CLASSIFIED LISTINGS....

Employment	Transportation
Garage & Yard Sales	Service Directory
Merchandise for Sale	Notices
Pets & Livestock	Real Estate & Rentals

Email: classified@lakenormancitizen.com

We accept:



Classified Advertising (2016/2017)

The LN Citizen distributes 23,000 papers weekly.

Line Ads	1 Week	2 Weeks	3 Weeks	4 Weeks	5 Weeks
30 Words	\$20	\$30	\$40	\$50	\$60
31 - 60 Words	\$30	\$45	\$55	\$65	\$75
61 - 90 Words	\$45	\$70	\$90	\$100	\$130

Line Ads	6 Weeks	7 Weeks	8 Weeks	9 Weeks	10 Weeks
30 Words	\$70	\$80	\$90	\$100	\$110
31 - 60 Words	\$85	\$95	\$105	\$115	\$125
61 - 90 Words	\$150	\$170	\$190	\$210	\$230

Line Ads	11 Weeks	12 Weeks
30 Words	\$120	\$130
31 - 60 Words	\$135	\$145
61 - 90 Words	\$250	\$270

- *Ads must be received by Monday 12:00 Noon
- * Payment in advance is required. No refunds.
- * Ads may be submitted by email, fax or in person.

Boxed Display Classified Ads

\$20 per column inch

Classified Section Mechanical Specs

6 Column Format

1.48" Column Width - Page Depth 11"

Contact us for more information at
 classified@lakenormancitizen.com or call 704-948-3348
 307 Gilead Road, Huntersville | 10 am - 3 pm Mon - Fri