



The quarterly newsletter of the
Wisconsin Association of Lakes
 2008 Advertising Rates

Advertising in our quarterly newsletter, *The Lake Connection*, is a great way to inexpensively reach and market your expertise and services to an audience of interested lake enthusiasts.

The Lake Connection Format	Circulation and Distribution
The Lake Connection is commercially published in a tabloid format (11 x17) on full color newsprint. Our newsletter focuses on a variety of topics and current events that affect Wisconsin's lakes, such as new scientific research that helps us better understand our lakes, lake management success stories from across the state, and perspectives from policy makers.	<i>The Lake Connection</i> is distributed to over 4000 WAL members—including over 350 lake organizations, individual lake enthusiasts, county decision makers, state legislators, and others—and at numerous lake events across the state, including the annual Wisconsin Lakes Convention and our regional lake workshops.
Publishing Schedule	Ad Submission deadlines
<ul style="list-style-type: none"> • Spring—distributed in March • Summer—distributed in June • Fall—distributed in September • Winter—distributed in December 	<ul style="list-style-type: none"> • Spring—Deadline February 1st • Summer—Deadline May 1st • Fall—Deadline August 1st • Winter—Deadline November 1st

Ad Sizes

(width x height, measurements are in inches)

Ad Rates

(Rates may change without notice)

Insertion Schedule

(please check issue(s) you wish your ad(s) to appear in)

	1 time	Year (4x)				
<input type="checkbox"/> Full pg (10" x 15.75")	<input type="checkbox"/> \$1,115	<input type="checkbox"/> \$3,500	<input type="checkbox"/> Spring	<input type="checkbox"/> Summer	<input type="checkbox"/> Fall	<input type="checkbox"/> Winter
<input type="checkbox"/> Half pg (10" x 7.75")	<input type="checkbox"/> \$715	<input type="checkbox"/> \$2,500	<input type="checkbox"/> Spring	<input type="checkbox"/> Summer	<input type="checkbox"/> Fall	<input type="checkbox"/> Winter
<input type="checkbox"/> 1/4pg (4.875" x 7.75")	<input type="checkbox"/> \$575	<input type="checkbox"/> \$2,000	<input type="checkbox"/> Spring	<input type="checkbox"/> Summer	<input type="checkbox"/> Fall	<input type="checkbox"/> Winter
<input type="checkbox"/> 1/6 pg (4.875" x 6")	<input type="checkbox"/> \$440	<input type="checkbox"/> \$1,500	<input type="checkbox"/> Spring	<input type="checkbox"/> Summer	<input type="checkbox"/> Fall	<input type="checkbox"/> Winter
<input type="checkbox"/> 1/8 pg (4.875" x 4")	<input type="checkbox"/> \$330	<input type="checkbox"/> \$1,100	<input type="checkbox"/> Spring	<input type="checkbox"/> Summer	<input type="checkbox"/> Fall	<input type="checkbox"/> Winter
<input type="checkbox"/> 1/12 pg (4.875" x 3")	<input type="checkbox"/> \$230	<input type="checkbox"/> \$800	<input type="checkbox"/> Spring	<input type="checkbox"/> Summer	<input type="checkbox"/> Fall	<input type="checkbox"/> Winter
<input type="checkbox"/> 1/24 pg (2.25" x 2.5")	<input type="checkbox"/> \$190	<input type="checkbox"/> \$675	<input type="checkbox"/> Spring	<input type="checkbox"/> Summer	<input type="checkbox"/> Fall	<input type="checkbox"/> Winter

Please turn the page for ad format information and to complete your contact and payment information.

Ad Specifications

Ads should be camera ready, minimum 200 dpi resolution, preferably in TIFF format.

Please indicate how we will be receiving your ad by checking the appropriate box below:

- Ad is enclosed on a CD
- Ad e-mailed to editor@wisconsinlakes.org
- Please run our current ad again.

Are you getting a discount on *Lake Connection* advertising?

Become a Wisconsin Association of Lakes corporate member and receive 20% off all Lake Connection advertising!

We believe businesses are an essential part of our team working for clean, safe, healthy lakes for everyone. Supporting WAL and Wisconsin lakes by becoming a corporate sponsor shows your company's commitment to our efforts and in appreciation we offer a variety of benefits to help you promote and expand your business.

- I am a Wisconsin Association of Lakes Corporate Member
- I would like to join the Wisconsin Association of Lakes
- I am **not** currently a Corporate Member

Thank you for choosing to advertise with us!

Please make sure you have checked the ad size, insertion schedule, and ad rate from the previous page as well as how we will be receiving your ad.

Company name		Contact person	
Company address		State	Zip
Phone		Fax	
E-mail			
Payment calculation			
Advertising rate \$_____ (see table previous pg) X ___(number of insertions)		\$	
Less Corporate member discount (-20%) if applicable		\$	
Please make us a corporate member to get discount and more (+\$300)		\$	
Total		\$	
Payment method (payment due by submission deadline)			
<input type="checkbox"/> Charge my Visa, MasterCard or Discover (circle one)		<input type="checkbox"/> Check enclosed	
Credit card #		Exp. Date	
Signature			