

# Advertising rates

## Reach all of Lansing and beyond!

LANSING, Ill. - Until now, businesses in Chicago's south suburbs were forced to rely on larger newspapers to reach local customers. But those papers often neglect Lansing, and Lansing residents are frustrated. **The Lansing Journal is meeting a real need expressed by Lansing consumers.**

When you advertise in The Lansing Journal, your business is delivered specifically to thousands of Lansing residents. That's **targeted print advertising**. Plus, our **online advertising** can reach around the world, but also neighboring communities like Homewood, Flossmoor, South Holland, and Munster.

### WHAT LANSING JOURNAL READERS ARE SAYING:

"I'm giving up my Times subscription!"

"Finally, a newspaper we can trust!"

"This is something that our town really needs!"

**MORE ADVERTISING OPTIONS ON PAGE 2...**

#### Full page (actual size 10.25 x 16")

- B&W: \$600
- Color: \$800
- Back page: \$1,000

*Note: ads here shown at about 45% of actual size*

#### Half page vertical (actual size 5 x 16")

- B&W: \$340
- Color: \$455

#### Quarter page vertical (actual size 5 x 7.75")

- B&W: \$200
- Color: \$275

# More options and submission instructions

## Half page horizontal (actual size 10.25 x 7.75")

- B&W: \$340
- Color: \$455

*Note: ads  
here shown at  
about 45% of  
actual size*

## Quarter page vertical (actual size 5 x 7.75")

- B&W: \$200
- Color: \$275

## Eighth page horizontal (actual size 5 x 3.75")

- B&W: \$100
- Color: \$135

## Online ads (run for 30 days)

- Top banner: \$200
- Top sidebar: \$175

## SUBMISSION DEADLINES

Print-ready ad artwork is due the Thursday before you want your ad to run. Ads are placed as they come in; specific pages cannot be reserved.

## REQUIRED FORMATS

Ad artwork should be submitted as a high-resolution (300dpi) file in any of these formats:

- PDF
- JPEG
- TIFF

For best results, output your color artwork for print ads as CMYK. Online ads should be submitted as RGB

Artwork should be submitted in the same dimensions as the ad size you've purchased—do not include crop marks, bleeds, color bars, or other extraneous information.

## CONTACT INFORMATION

Ads for The Lansing Journal can be emailed to:  
[mjongsma@thelansingjournal.com](mailto:mjongsma@thelansingjournal.com)

Call **708-921-4938** for answers to questions about pricing, formatting, and deadlines.

## ASK ABOUT MULTI-MONTH ADVERTISING DISCOUNTS