

# Lake Superior Magazine LakeSuperior.com



In Our 41st Year - 2019 Online Advertising Rate Card

## Monthly Web Advertising

Web Only Advertisers\*

Schedule	Placement		
	<b>Leaderboards</b>		
Top & Bottom	Run of Site	Homepage Only	Section Only
1-3 Months	\$435	\$345	\$125
4-6 Months	\$405	\$320	\$115
7-9 Months	\$370	\$290	\$105
10-12 Months	\$340	\$270	\$100
Bottom Only	Run of Site	Homepage Only	Section Only
1-3 Months	\$225	\$185	\$65
4-6 Months	\$210	\$175	\$60
7-9 Months	\$190	\$160	\$55
10-12 Months	\$180	\$145	\$55
	<b>MPU/Banner "Tiffany"</b>		
Top Right Column	Run of Site	Homepage Only	Section Only
1-3 Months	\$490	\$395	\$150
4-6 Months	\$455	\$365	\$140
7-9 Months	\$415	\$335	\$130
10-12 Months	\$385	\$310	\$120
	<b>Small Tiles</b>		
Subsection/Articles	Run of Site		Section Only
1-3 Months	\$125		\$40
4-6 Months	\$115		\$40
7-9 Months	\$105		\$35
10-12 Months	\$100		\$35

All prices NET, U.S. dollars, per month

## BASIC WEB AD SPECIFICATIONS

Web ads must be submitted complete or we offer design services.

### Position Specs

#### Leaderboard

Top & Bottom  
728 x 90 pixels  
Placed at Top and/or Bottom of each webpage

#### Messaging Plus Units (MPU/Banner "Tiffany")

300 x 250 pixels  
Placed on the top righthand column of each page

#### Tile

125 x 125 pixels  
In righthand column, below MPU on all subsection & feature pages

#### Preferred File Format

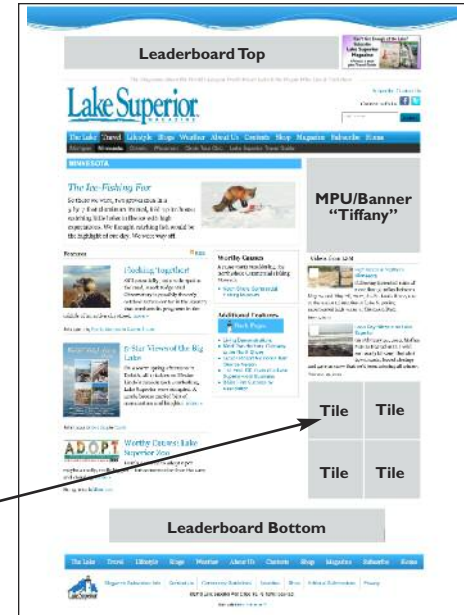
JPG, GIF or animated flash SWF or FLV files  
Resolution of 72 dpi  
Maximum file size 50 kb



Home / Sections / Search / Events



Subsections / Articles



## Additional Opportunity

**The Directory**  
Online at  
[www.LakeSuperior.com](http://www.LakeSuperior.com)  
Augmented Location Listings  
\$75\* / month

Paid Searchable Directory ads include  
Multiple Images, Facebook & Video placement

\*Discounts for Magazine Print Advertisers

**Rate Card 41**  
Effective through August 31, 2019

**1-888-BIG LAKE (888-244-5253)**  
Duluth-Superior area, 218-722-5002



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