



The Highlands Lakes Newsette



A publication of Highland Lakes Country Club and Community Association located in Highland Lakes, NJ.

Advertising Sheet

Classified Advertising

Community Classified Ads (Members Only) - \$3/issue

- 2-3 lines
- Text only
- Includes title, phone number, email plus 25 words

Business Classified Ads (Local Business) - \$10/issue

- 2-3 lines
- Text only
- Includes title, phone number, email plus 25 words

Display Advertising

- Layout is divided into 3 columns and 4 rows [12 units per page]
- Unit sizes are 3.25"W x 3"H with space in between
- Available in black & white or color

Artwork Requirement

- Artwork is to be submitted in jpg, png or pdf
- B&W or CMYK colorspace
- 300 DPI

Placement Discount

# Issues	Discount	FREE Classified Ad
1-5 Issues	N/A	N/A
6-11 Issues	10%	1 Bonus 3-line classified ad
12-17 Issues	20%	2 Bonus 3-line classified ads
18 Issues	30%	3 Bonus 3-line classified ads

Ad Submissions and Questions

- Ads should be submitted via email to info@hlcc.org with requested publication dates.
- All payments MUST be made to the Office **prior to publication.**
- Classified ads are TEXT ONLY.
- Ads will be placed in the order they are received.
- Specific placement cannot always be guaranteed.
- Ad submissions are due the Monday prior to the publication date which can be found [HERE](#).

Rate Card (as of October 2024)

Ad Sizes	B/W	Color
1 Unit Wide (3.25")		
1x1 - 1 Unit Business Card 3.25"W x 3"H	\$30	\$40
1x2 - 2 Unit Vertical 3.25"W x 6.375"H	\$45	\$60
1x3 - 3 Unit Vertical 3.25"W x 13"H	\$65	\$85
1x4 - 4 Unit Vertical (1/3 page) 3.25"W x 13"H	\$85	\$110
2 Units Wide (6.75")		
2x1 - 2 Unit Horizontal 6.75"W x 3"H	\$45	\$60
2x2 - 4 Unit Horizontal 6.75"W x 6.375"H	\$85	\$110
2x3 - 6 Unit Vertical 6.75"W x 9.75"H	\$125	\$160
2x4 - 8 Unit Vertical (2/3 page) 6.75"W x 13"H	\$165	\$210
3 Units Wide (10.25")		
3x2 - 6 Unit Horizontal (half page) 10.25"W x 6.375"H	\$125	\$160
3x3 - 9 Unit Horizontal (2/3 page) 10.25"W x 9.75"H	\$185	\$235
Full Page - 12 Units 10.25"W x 13"H	\$245	\$310
Other sizes available upon request		

The Newsette, published 18 times a year, offers valuable advertising opportunities to showcase your business. Our publication schedule includes monthly issues from October to May, with the exception of January. Additionally, we release a special Memorial Day weekend issue and become a weekly publication throughout the summer. This extended reach ensures your message connects with our engaged readership.

Distribution points are strategically placed within the community, including The Clubhouse, Highland Lakes General Store, Post Office, Lake Wanda Store, and Marketplace Deli.

We also extend our digital presence by posting the publication on www.hlcc.org and including it in our weekly email sent to over 2,000 subscribers.



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FULL PAGE AD 10.25"W X 13"H

4-UNIT VERTICAL 3.25"W X 13"H

6-UNIT VERTICAL 6.75"W X 9.75"H



For illustration purposes only.



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