

Special Opportunities

Lantern Banner Advertising

Front Page

\$ 620.00 per issue (includes four color)
\$ 2,060.00 for four consecutive issues

Second Section

\$ 515.00 per issue (includes four color)
\$1,650.00 for four consecutive issues

Spadia (spine-wrap)

The Lantern offers a double-sided spadia that covers a portion of the front page and the entire back of the front section. The front portion is 4” wide by 21” high, the back portion has the same dimensions as a full page (11.25” x 21”). Artwork should be provided as four separate PDFs (one for each side).

Black and white \$ 1,775.00
Four color \$ 2,105.00

Inserts

Inserts should be marked for *The Lantern* with date to be inserted and shipped to:

The Newark Advocate
22 North First Street
Newark, Ohio 43055
Attn: Brent Jackson
740-328-8826

*Inserts should arrive to the printer one week prior to insertion

Pricing Per Run

Full run (15,000) \$60.00 @ M
Partial run (3,000 – 14,999) \$75.00 @ M
Multiple full runs per quarter (5 x 15,000) \$55.00 @ M
Multiple full runs per quarter (10 x 15,000) \$50.00 @ M

Guaranteed Placement

Guaranteed placement is available for 10% premium of space rate. First come, first serve basis. Larger sized ads dominate and supercede placement. Placement requests are not guaranteed.

Rack Advertising

The Lantern offers clients the opportunity to place a 17” x 21” billboard directly on the newspaper rack. *The Lantern* has 30 racks with two billboards per rack for a total of 60 billboards. Multiple billboards and multiple months earn discounts.

Multiple Billboards

2 billboards	5% discount
3 billboards	10% discount
4 billboards	15% discount
5 billboards	20% discount

Monthly Rates

1 month	\$200 per billboard
2-3 months	\$175 per billboard
4-6 months	\$150 per billboard
7-12 months	\$125 per billboard

the lantern

211 Journalism Building
242 West 18th Avenue
Columbus, Ohio 43210-1107
614-292-2031
Fax – 614-292-3722
www.thelantern.com