

# Special Opportunities

## Lantern Banner Advertising

### Front Page

\$ 600.00 per issue (includes four color)  
 \$ 2,000.00 for four consecutive issues

### Second Section

\$ 500.00 per issue (includes four color)  
 \$1,600.00 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** \$ 1,670.00  
**Four color** \$ 2,000.00

## 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” poster advertisement directly on the newspaper rack.

### Multiple Racks Earn a 5% Discount

1 month	\$200 per rack
2-3 months	\$175 per rack
4-5 months	\$150 per rack
7-12 months	\$125 per rack

### Monthly Rates

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

the lantern

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