

The Lanai Leader

Published by Parents for the Lanai Community

Advertise in *The Lanai Leader!* 2010-2011 Rates

Support your local public school and reach 500+ Encino area families by advertising in the Lanai Leader. This newspaper— a publication of the Lanai Road Elementary School parent groups— is sent home in black + white print to ALL Lanai families every other month and is also posted in color on our website.

The Lanai Leader Issue

October 2010
December 2010
February 2011
April 2011
June 2011

Deadline to Submit Ads

September 15, 2010
November 12, 2010
January 14, 2011
March 11, 2011
May 13, 2011

Advertising Rates, per Issue

Modular Size Ad	1 issue	2-4 issues	5 issues (full year)
1/4 page	\$70.00	\$60.00	\$50.00
1/2 page	\$140.00	\$120.00	\$100.00
Full page	\$225.00	\$180.00	\$140.00

Ad Specifications

Full Page 7 1/4"w x 9 1/2"h
1/2 Page 7 1/4"w x 4 1/4" h—Horizontal
3 1/2"w x 9 1/4"h—Vertical
1/4 Page 3 1/2"w x 4 1/4" h

A \$40 onetime layout fee will be waived if you lay out your own ad and send it as a ready-to-use jpg or MS Publisher file. To receive discounts for multiple ads, you must commit to and pay for multiple ads in advance. Ads will be printed in black and white, but should be designed in color as the newspaper will appear on our school website in full color.

Contact Lisa Liss at 818-986-8420 for additional information and to reserve space for your ad. E-Mail artwork to lisa_liss@yahoo.com by the deadlines above. Please include the phrase "Lanai Leader Ad" in your e-mail subject heading.

To place your ad and make payment, complete ad form on next page.

To view the latest issue of The Lanai Leader, check out our school website at www.lanairoad.org and click on The Lanai Leader link.

Did you know that Lanai's Corporate Sponsors receive free ads? For information about the benefits of Corporate Sponsorship, contact Nancy Abrams at tenniskimom@sbcglobal.net

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YES, I would like to advertise in *The Lanai Leader!*

(PLEASE PRINT CLEARLY)

BUSINESS NAME: _____

CONTACT NAME: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

TELEPHONE: _____ E-MAIL: _____

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CALCULATE TOTAL DUE

	OCTOBER	DECEMBER	FEBRUARY	APRIL	JUNE	
Select issue date(s)						
Ad size						
Ad rate						Subtotal Ad: \$
<input type="checkbox"/> I will e-mail you my finished ad <input type="checkbox"/> Please use last year's ad			Please lay out my ad for a one-time \$40 fee (optional)			Layout Fee: \$
						Total Due: \$

FORM OF PAYMENT:

- I am paying by check (enclose full payment payable to Friends of Lanai Booster)
- I am paying by credit card. I hereby authorize you to process the charge to the credit card below in the amount of \$ _____

Visa Mastercard Card Number: _____

Exp. Date: _____ Three-digit security code on back: _____

Cardholder Name: _____

Full Billing Address (must incl. ZIP): _____

Signature: _____

Mail this form with payment to
 Lisa Liss, Editor, The Lanai Leader, Lanai Road School, 4241 Lanai Road, Encino 91436

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