

The Lanai Leader

Published by Parents for the Lanai Community

Advertise in *The Lanai Leader!* 2011-2012 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 2011
December 2011
February 2012
April 2012
June 2012

Deadline to Submit Ads

September 16, 2011
November 11, 2011
January 13, 2012
March 16, 2012
May 11, 2012

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 4 1/4" w x 3 1/2" h—Horizontal
3 1/2" w x 4 1/4" h—Vertical

A \$40 onetime layout fee will be waived if you lay out your own ad and send it as a ready-to-use jpg, pdf 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 Susan Bagley at susancbagley@yahoo.com.

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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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