

2019 MEDIA KIT



AD RATES

SIZES	1X	4X
Back Cover	N/A*	\$765
Inside Covers	N/A*	\$765
Full Page	\$800	\$675
Half Page	\$450	\$390
Quarter Page	\$250	\$215

*One time rates not available

Rates are per insertion and based on receiving print-ready artwork.

Call for special pricing on inserts, spreads, bands, and stickers. No agency discounts. Payment must be paid in full in advance. We accept cash, checks and credit cards.

AD SIZES

SIZES	WIDTH	DEPTH
Back Cover	8.25	7.22
Inside Covers	8.25	10.75
Full Page	8.25	10.75
Half Page	8.25	5.25
Quarter Page	4.00	5.25

*Measurements are in inches

MAGAZINE TRIM SIZE: 8.5x11

Allow 1/8" beyond all trim for bleeds. Keep live matter 1/4" from all trim lines. Ad placement is not guaranteed (except for premium positions).

If you require design services, contact Cyndi Urbano at 703.777.5020 or ads@lv2hoa.com for a custom quote.

DEADLINES

ISSUE	SPACE	ARTWORK	PUBLICATION
Summer 2019	April 15	April 25	May 22
Fall 2019	July 15	July 25	August 21
Winter 2019	October 14	October 24	November 20

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INSERTION ORDER FORM

Please email your completed form to ads@lv2hoa.com

Company Name _____

Your Name _____

Address 1 _____

Address 2 _____

Email _____

Phone Number _____

Premium Positions: ☐ Back Cover ☐ Inside Front Cover ☐ Inside Back Cover

*Premium Positions are subject to availability and require a commitment of 4 insertions.

Ad Size: ☐ Full Page ☐ Half Page ☐ Quarter Page

Issues: ☐ Summer 2019 ☐ Fall 2019 ☐ Winter 2019

Artwork: ☐ Attached ☐ Emailed ☐ On File ☐ Please contact me for design

Total Due: \$ _____

*Make checks payable to AlphaGraphics Loudoun and mail with this form to
604 S. King St. Suite 100, Leesburg, VA 20175

Name on Card _____

Credit Card Number _____

Exp. Date _____ CVV _____ Billing Zip Code _____

I agree to the terms and costs as outlined in the media kit.

Print Name _____

Signature _____ Date _____



2019 MEDIA KIT



LVII : A GREAT PLACE TO LIVE

2,250 homes * Median income: \$209,785

LVII LIVING

Our magazine is delivered to each household quarterly. In addition, we post each issue on the LVII website for everyone to access.

ALPHAGRAPHICS LOUDOUN

AlphaGraphics Loudoun publishes homeowner and community association publications in Northern Virginia. We are very passionate about neighborhood communications. We have been publishing *LVII Living* since 2016. Contact Cyndi Urbano at ads@lv2hoa.com or 703.777.5020 to place an order.

ADVERTISERS

All businesses wishing to advertise in *LVII Living* must be registered, licensed, and insured (as appropriate to their industries).

FORMATS ACCEPTED

LVII Living prefers to receive ads as PDF files with a resolution of at least 300 dpi. However, we can scan printed materials if necessary. We keep your files for a year after publication.

PDF

Color should be built as CMYK. PDF files should be created using high-quality print settings. Document security should be set to No Security as follows: File>Document Security>Security Options: No Security

IMAGES

Additional cropping of images should be done in Photoshop rather than in the ad-building program to reduce file sizes.

FONTS

LVII Living reserves the right to substitute similar fonts if a font is not supplied or is unusable. Type smaller than 6 pts may not print legibly. Serif fonts smaller than 10 pts will not print legibly in color or when printed in reverse (white type on color background).

FILE SUBMISSIONS

LVII Living can accept files via email if the files are smaller than 15M. For files larger than 15M, please go to agloudoun.com and click on the Send a File button. This will direct you to a page where you can upload your file.

CHANGES AFTER SUBMISSION

If a change is required, it is best to make the changes in the native software and submit a revised PDF file to the publisher. If you prefer to have the publisher's design team make changes, send us the native files, and we will send you an estimate of the design fee.

CANCELLATION POLICY

An advertiser may cancel a contract with 60 days written notice. If 1-3 insertions were run at 4X rates before the cancellation, the publisher will bill the advertiser the upcharge for all ads that ran under the 4X rate.

DISCLAIMER

The publisher is not responsible for errors and omissions and reserves the right to reject and/or discontinue any ad at any time for any reason.

