

# CURRENTS

**2022**  
Marketing Information

Where can you find a copy?

Advantages of Advertising in CURRENTS

Reach one of the most affluent and fastest growing markets in the country.

# 2022 Editorial/Special Sections Calendar\*

**JANUARY** – The Home Design Issue. Featuring the winners of the LNHBA Best of the Lake Design Competition.

**FEBRUARY** – Love stories of Lake Norman. *Special Advertising Section: Wellness/medical profiles.*

**MARCH** – Weddings and Celebrations. *Special Advertising: Bridal Services and Summer Camp Section.*

**APRIL** – Enjoy the Outdoors. Featuring nearby excursions and outdoor living spaces.

**MAY** – Cars + Music. *Special Advertising Section: FACES of Lake Norman.*

**JUNE** – The Boating Issue.

**JULY** – The Pet Issue, featuring the winner of the Canine Cover Competition. *Special Advertising Section: Pet Care Services.*

**AUGUST** – Best of the Lake Issue.

**SEPTEMBER** – Fall Arts Preview.

**OCTOBER** – Sports Issue.

**NOVEMBER** – Community Helpers. *Special Advertising Section: Shop Local.*

**DECEMBER** – Holiday Traditions and Winter Getaways. *Special Advertising Section: Financial planning for the New Year.*

\*Themes are subject to change.

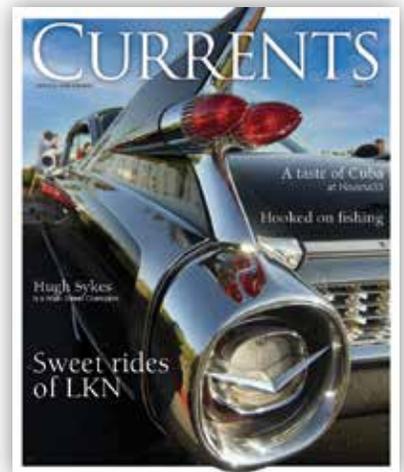
## About us



Lake Norman CURRENTS Magazine will embody the character, the voice and the spirit of its readers, its leaders and its advertisers. It will connect the people of Lake Norman through inspiring, entertaining and informative content, photography and design, all of which capture the elements of a life well lived on and around our community known as Lake Norman.

## Where you can find us!

In addition to 250 drop locations where CURRENTS is available for free, we also offer direct delivery to homes in neighborhoods throughout the Lake Norman area. These neighborhoods include:



### Cornelius

Peninsula  
Jetton Cove/Bethel Church Road  
Torrence Chapel Road  
Westmoreland Lakes  
Bluff Point Bordeaux  
Norman Place Sterling  
Norman Island 100/Bay Shores  
Lookout Point  
Bailey's Glen

### Denver

Sailview  
Governor Island  
Verdict Ridge  
Cowans Ford  
Smithstone  
Trilogy

### Davidson

River Run  
Woodlands  
Westmoreland Farms  
Pine Street  
Pages Pond

### Huntersville

Birkdale  
Hampton Ridge  
Carrington Ridge  
Green Farms  
Northstone  
Skybrook  
Wynfield

### Mooreville

The Point  
The Harbor  
The Farms  
Alexander Island  
Franklin Grove  
Muirfield  
Royal Pointe

Our 250 locations throughout the Lake Norman area include Harris Teeter stores and Cashion's Quick Stops.

## Contact Us

**Publisher:** MacAdam Smith, Mac@LNCURRENTS.com  
**Advertising Director:** Sharon Simpson, Sharon@LNCURRENTS.com  
**Editorial:** Renee Roberson, Renee@LNCURRENTS.com

704.677.9159

# Ad specs & production

<b>Full Page</b> • Trim size (blue area, elements outside this will be trimmed) - <b>9" x 10.875"</b> • Live area (white line), no critical elements outside this line or they may be trimmed - <b>8.5" x 10.375"</b> • Bleed size (gray area - allows for the trim of the magazine - <b>9.25" x 11.125"</b>  <b>Two Page Spread</b> • Trim size - <b>18" x 10.875"</b> • Live area - <b>17.5" x 10.375"</b> • Bleed size - <b>18.25" x 11.125"</b>	<b>1/3 Page Square</b> <b>4.93 x 4.84</b>	<b>1/2 Page Vertical</b> <b>3.65 x 9.875</b>	<b>1/6 Page</b> <b>2.479</b> x <b>4.84</b>
	<b>1/2 Page Horizontal</b> <b>7.5 x 4.84</b>		
			<b>1/3 Page Horizontal</b> <b>7.5 x 3.05</b>

## Ad production

All ads must be submitted in digital format. All files must be CMYK and submitted as a high-resolution PDF. Ads that are not press ready will not be accepted or will incur additional charges to prepare for print. PDF file and all embedded graphics should be 300 dpi. All fonts must be embedded. All colors are CMYK no spot colors or RGB colors. Ads containing colors other than CMYK will be converted and resaved as CMYK PDF files. Please see information above for proper ad sizes and specs for bleed ads.

## Deadlines for Space & Ad submission



**Space reservation deadline:**  
The 8th of each month



**Camera ready ads and all ads finalized:**  
The 15th of each month

## Rates

Ad Size »»»	Full Page	1/2 V	1/2 H	1/3 H	1/3 Square	1/4 Page	1/6 Page	2-Page Spread	IFC	Back Cover
NUMBER OF TIMES										
12	\$1,235	\$825	\$700	\$555	\$495	\$390	\$290	\$2,395	\$1,650	\$2,060
6	\$1,320	\$880	\$750	\$595	\$530	\$420	\$310	\$2,550	\$1,760	\$2,200
3	\$1,400	\$935	\$850	\$630	\$560	\$445	\$325	\$2,770	\$1,870	\$2,335
1	\$1,650	\$1,100	\$935	\$740	\$660	\$525	\$385	\$3,190	\$2,200	\$2,700

Feature Page Sponsorships: *Horizontal banner ad at bottom of pages of interest that guarantee added visibility.* \$500

## Packages

Expand your market reach by combining print advertising with website, social media & email marketing!

facebook posts  
(\$200 each)

website banner  
(\$250 monthly, small)  
(\$350 monthly, large)

email newsletter banner  
(\$250 monthly, small)  
(\$350 monthly, large)

business profile  
(full page \$1500)

discount on GLL & MW when included with contract

Package	Agreement	Facebook posts	Website banner	Email newsletter banner	Business profile	Discount
<b>Bronze</b>	• 3 issue advertising agreement*					
<b>Silver</b>	• 6 issue advertising agreement*	✓	✓ small banner			
<b>Gold</b>	• 12 issue advertising agreement*	✓	✓ large banner	✓ 2 months		
<b>Platinum</b>	• 12 issue advertising agreement • Half page minimum size	✓	✓ large banner	✓ 6 months	✓	✓ \$200 discount
<b>Platinum Plus</b>	• 12 issue advertising agreement • Full page, premium position	✓	✓ large banner	✓ all 12 months	✓	✓ \$200 discount

\*Minimum 1/4 page ad size. Credit card on file required. Early contract cancellation will be subject to a shortrate based on the number of issues you have advertised in. All advertorial pieces will be placed at our discretion and no later than 6 months after completion of contract

# Expand your audience through online, social media, and email advertising

Let our social media department handle your facebook marketing and and take advantage of our weekly email marketing opportunities through Constant Contact!

## Website Advertising

Affordable website advertising is available on our website assuring you added exposure through our unique visitors daily. All of our publications are available in an online version and provide a link from your ad to your website with just one click!



### Banner size:

Wide banner size is 728px x 90px  
Short banner size is 287px x 90px,  
smallest file sizes possible.

## Facebook posts

As part of your multi-issue advertising package, you will receive Facebook posts on our CURRENTS page with over 9,500+ followers. Take advantage of this opportunity to expand your market reach through social media!



## Weekly & Monthly E-news

**Each month** over 5,000 readers and advertisers get a sneak peak into our upcoming issue with our E-newsletter. Banner advertising is available at the top of our E-newsletter for \$165 per month. In addition, we offer **weekly blasts** that are offered to only one sponsor for \$385.

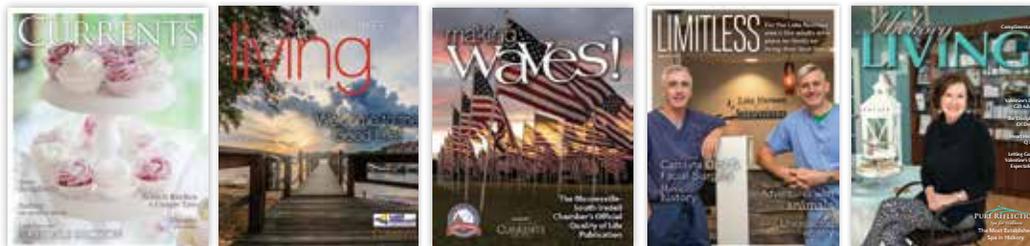
**Large Banner:** 728px x 90px  
**Small Banner:** 287px x 90px

72 DPI, no animated gifs,  
smallest file sizes possible.

Contact your sales executive for details on how we can customize a digital advertising program to meet your needs.



Ask us about advertising in our annual Chamber Publications and other monthly targeted publications. Reach the Lake Norman and Mooresville South Iredell desirable newcomers market!



### ● What makes CURRENTS different?

CURRENTS is only about Lake Norman. We pride ourselves in featuring editorial content exclusively by and for the people who call Lake Norman home. We only cover local events, local people and local places. If it's about Lake Norman, you'll find it inside CURRENTS. That's why CURRENTS is Lake Norman's #1 choice for keeping up with what's happening at the lake.

### ● CURRENTS Gives back to the community

Since our launch in November 2008, CURRENTS has been a vital part of giving back over \$375,000 to the Lake Norman community through fundraisers, special events, sponsorships, etc. We believe that supporting our business community promotes growth and prosperity and creates a healthy economy.

### ● Honors & Awards

**2013 Platinum MarCom Award** for 50th Anniversary of the Lake issue in the Magazine/Special Editions category.

**2013 Lake Norman Small Business of the Year**, awarded by the Lake Norman Chamber of Commerce.

**2012 Silver ADDY Award** for Creative Excellence, awarded by the Charlotte Chapter of the American Advertising Club.

**2010 & 2011 Gold MarCom Award** for Best Consumer Magazine, awarded by the Association of Marketing and Communication Professionals.

**2009 APEX Award for Best New Magazine**, awarded by the Association for Awards for Publication Excellence.

## Contact Us

**Publisher:** MacAdam Smith, Mac@LNCURRENTS.com  
**Advertising Director:** Sharon Simpson, Sharon@LNCURRENTS.com  
**Editorial:** Renee Roberson, Renee@LNCURRENTS.com

704.677.9159