

Inland Lake Life

A guide to the inland lake communities
of Michigan's Great Southwest

**21
Different
Lakes**

**Hand
Delivered
Door to Door**

**Glossy
Full
Color**

**Targeting
2nd Home
Owners &
Tourists**

What will it feature?

- Lake overviews/issues/news
- Things to do specifically in the areas around these lakes
- Current fishing/boating information
- Local special interest stories and events
- Local history and how it pertains to current events
- Local information about seasonal flora/fauna, fruits/vegetables

Who receives Lake Life?

- Each dwelling on Big Crooked, Big Paw Paw, Big Twin, Black, Brush, Cable, Dewey, Gravel, Indian, Keeler, Little Crooked, Little Paw Paw, Little Twin, Magician, Merriman, Pipestone, Priest, Round, Rush, Shafer & VanAuken Lakes receives a free, shrink-wrapped copy at their door.
- Bonus distribution to over 100 stores, restaurant and high-traffic areas
- Distribution at Tourist Council & Local Chamber Offices

SIZES & RATES

AD	SIZE	Cost-1x
Back Cover	5.5" x 8.875" Add .125" for bleed	\$1000
Inside Front or Inside Back Cover	5.5" x 8.875" Add .125" for bleed	\$900
Full Page	5.5" x 8.875" Add .125" for bleed	\$800
Half Page	5" x 3.75"	\$450
Quarter Page	2.375" x 4"	\$250

DATES & DEADLINES

ISSUE	DEADLINE
Early May	April 24th
Early July	June 12th

Graphic Artists: Please add .125" bleed to all full pages.
Keep all text inside a .25" safe zone margin.
Artwork and images should be 350dpi, CMKY color.

To Reserve your space TODAY

Call 269-934-2583 or Email: Jeff@MailMaxOnline.com

InLand Lake Life is published & printed locally by

FarAhead Advertising

2202 Plaza Drive, Benton Harbor, MI 49022