

2025 RATE CARD

Order/Final Creative Cutoff - Non-Holiday Weeks:

4:00 p.m., Thursday preceding issue date

Submission Requirements: Minimum 300 DPI

CYMK or BW (No RGB or PMS) - PDF Format

LW WEEKLY

DISPLAY AD SIZES - BLACK & WHITE ADVERTISING RATES (PER AD/PER ISSUE)

Ad Sizes Width x Depth	1-Time	4-Times	12-Times	26-Times	52-Times
1/8 Page 3.9"w x 5"d	\$182.00 (+\$50 color)	\$165.00 (+\$50 color)	\$151.00 (+\$50 color)	\$137.00 (+\$50 color)	\$125.00 (+\$50 color)
1/4 Page 5.94"w x 7.75"d	\$396.00 (+\$75 color)	\$362.00 (+\$75 color)	\$328.00 (+\$75 color)	\$300.00 (+\$75 color)	\$267.00 (+\$75 color)
1/2 Page - Horizontal: 10"w x 7.75"d - Vertical: 7.97"w x 10"d	\$603.00 (+\$100 color)	\$548.00 (+\$100 color)	\$500.00 (+\$100 color)	\$445.00 (+\$100 color)	\$410.00 (+\$100 color)
Full Page 10"w x 15.75"d	\$1,079.00 (+\$200 color)	\$983.00 (+\$200 color)	\$875.00 (+\$200 color)	\$806.00 (+\$200 color)	\$737.00 (+\$200 color)

ADDITIONAL SIZES AVAILABLE FOR REAL ESTATE ONLY

BLACK & WHITE ADVERTISING RATES (PER AD/PER ISSUE)

Ad Sizes Width x Depth	1-Time	4-Times	12-Times	26-Times	52-Times
Single Vertical Strip 1.86"w x 7.75"d	\$141.00 (+\$50 color)	\$128.00 (+\$50 color)	\$117.00 (+\$50 color)	\$106.00 (+\$50 color)	\$94.00 (+\$50 color)
Double Vertical Strip 3.9"w x 7.75"d	\$282.00 (+\$75 color)	\$234.00 (+\$75 color)	\$213.00 (+\$75 color)	\$194.00 (+\$75 color)	\$173.00 (+\$75 color)

PROFESSIONAL DIRECTORY (10 CONSECUTIVE WEEKS MINIMUM BOOKING)

Single: 3.22"w x 2"d	\$40 per week
Double: 3.22"w x 4.176"d	\$60 per week

SPECIALTY OFFERINGS

Front Page Banners CALL FOR PRICING	Topper 3"w x 1.5"h	Bottom 10"w x 1.5"h	Left Vertical 2.32"w x 3.5"h
Inserts Weekly Rates	7.5K units @ \$750.00. Client prints and delivers to our publishing house.		
Spotlight Magazine	Ask us about our Summer Concert Series Sponsorship Opportunities		

Contact: Jenifer Lemon • (562) 472-1274 • jenl@lwsb.com