

# Lake County Cache

## *How it came to be...*

Having been born and raised in the Bay Area, I made my living for the last 20+ years as a self-employed graphic designer, writer and marketing consultant. I have always loved this area, however, and bought a second home up here about 8 years ago. When my son graduated high school last year, I decided it was time to move up here permanently. Best decision I've ever made!

Over the years, I've noticed that there is no one source for coupons or events in this county. I found the occasional coupon in various Lake County publications. Or I'd see an announcement for an event here and there. But I've always thought it would be nice to have a source that Lake County residents could count on and look forward to each month – especially these days – for discounts and free or low-cost events.

Enter *Lake County Cache* – Lake County's premiere magazine for coupons and events. A monthly publication scheduled to be published September 1, it will feature coupons and discounts for local businesses, and events happening around Lake County. The rates to advertise are very reasonable – and chamber members receive 10% off of all advertising.

Additionally, as recently reported on CNN, *“Americans cashed in 3.3 billion coupons in 2009, a 27% jump from the previous year when news of the financial crisis tipped the country into recession, according to a new report.”* So there's never been a better time to jump on the coupon wagon!

*Lake County Cache* will also do a write-up on businesses that sign up for 12 months. The first business to sign on for a year receives the first review; the second - the second review, etc.

For rates and more information, please contact Nancy Young at [youngdesign@att.net](mailto:youngdesign@att.net) – or – 707.279.1818.

*The deadline for the premiere, Labor Day special edition is Thursday, August 19.*

*However, you'll want to get in as early as possible for the best placement!*

# Lake County Cache

## Advertising Rates

Format: 8x10 magazine, saddlestitched, on newspaper print

	1x Rate		3x Rate		6x Rate		12x Rate	
	<u>b/w</u>	<u>color</u>	<u>b/w</u>	<u>color</u>	<u>b/w</u>	<u>color</u>	<u>b/w</u>	<u>color</u>
1/12 page	\$140	\$150	\$125	\$135	\$110	\$120	\$85	\$95
1/6 page	\$275	\$295	\$250	\$270	\$220	\$240	\$170	\$190
1/3 page	\$395	\$440	\$350	\$395	\$295	\$340	\$250	\$295
1/2 page	\$550	\$625	\$495	\$575	\$450	\$495	\$390	\$450
Full Page	\$895	\$975	\$795	\$850	\$695	\$750	\$595	\$650

<u>Size</u>	<u>Width</u>	<u>Height</u>	<u>Size</u>	<u>Width</u>	<u>Height</u>
1/12 sq	2 <sup>1</sup> / <sub>4</sub>	2 <sup>1</sup> / <sub>8</sub>	1/3 sq	4 <sup>11</sup> / <sub>16</sub>	4 <sup>1</sup> / <sub>2</sub>
1/6 hor	4 <sup>11</sup> / <sub>16</sub>	2 <sup>1</sup> / <sub>8</sub>	1/2 hor	7 <sup>1</sup> / <sub>16</sub>	4 <sup>1</sup> / <sub>2</sub>
1/6 ver	2 <sup>1</sup> / <sub>4</sub>	4 <sup>1</sup> / <sub>2</sub>	Full Page	7 <sup>1</sup> / <sub>16</sub>	9 <sup>1</sup> / <sub>4</sub>

Chamber Members - please deduct 10% from above rates

Front or back page - add additional 50% to rates

Premium pages (*pages 2, 3 and inside back cover*) - add additional 25% to rates

Artwork, logos and camera-ready ads are welcome!

Inserts: see rates for full page above

Basic design included in above rates - specialized/complicated design starts at an additional one-time fee of \$50.

Young Design, publisher of *Lake County Cache*, is a proud member of both the Clearlake and Lake County Chambers.