

CITY OF LATHRUP VILLAGE

**YOUR TOWN – ADVERTISING POLICY**

**ADOPTED 2-22-2021**

The Lathrup Village Your Town Magazine, typically ranges between 12 and 20 pages, 8.5 x 11 inch, full-color, is published quarterly and produced by the City of Lathrup Village.

It has a print run of 2,500 copies and will be distributed by:

- Mail to all 2,300 households and businesses located in Lathrup Village
- Digitally with a live link to our website.
- Digital link on the City of Lathrup Village eNewsletter and FaceBook page.
- Paper copies available in City Hall and at the Southfield Public Library.

To reserve space in the next or subsequent issues, please complete the **attached form** and prepare your ad for publication using the specifications indicated on the form.

EDITION	MAIL OUT DATE	RESERVATION, ART and PAYMENT DEADLINE
Spring 2021	First week of April	Last week of February
Summer 2021	First week of June	Last week of April
Fall 2021	First week of September	Last week of July
Winter 2021	First week of December	Last week of October

ADVERTISING RATES				
Inside Cover	Full Page	Half Page	Quarter Page	Business Card
\$500.00	\$200.00	\$125.00	\$75.00	\$40.00
<i>*10% rate discount is available to 501(C) 3 organizations</i>				

**GENERAL AD POLICIES:**

All ads are subject to the approval of the City of Lathrup Village editorial staff, which maintains the right to determine if ad content is appropriate for the publication.

Ads that are NOT permitted:

- Political Campaigns or Candidates
- Content featuring sale, use or distribution of alcohol, cigarettes, vaping products, or cannabis products

The City of Lathrup Village may limit the number of ads in any publication.

Reservations, print-ready art, and payment are due by the Reservation deadline.

The ad must be proofread prior to submission.

The City of Lathrup Village is not responsible for errors in ad copy.

The City of Lathrup Village maintains the right to change or cancel a publication date.