



## Advertising Rate Card

Effective 11-15-23

### 1. WEEKLY BANNER AD – Weekly Rate \$200

Ad appears in the weekly Lawrence Kids Calendar email to families in Douglas County and appears for one week on the LKC website. Both feature a link to your event's web page.

The weekly emails are sent on Sunday evening listing events for the coming week.

Ad example



Image dimensions – 784 pixels x 295 pixels

**Save 25% with ad purchases totaling \$600 or more.**

(For example, purchase four ads for the price of three!

Ads need not run for consecutive weeks but must run within one year of purchase.)

### 2. FAMILY DAY TRIPS – Annual Rate \$500

Logo appears in the weekly Lawrence Kids Calendar email and LKC website and includes a link to your website.

Ad example



Image dimensions – 300 pixels x 300 pixels

### 3. FRIENDS OF LAWRENCE KIDS CALENDAR – Annual Rate \$500

Logo appears in the weekly Lawrence Kids Calendar email and LKC website and includes a link to your website.

Ad example



Image dimensions – 300 pixels x 300 pixels

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Artwork and web link are due by 4:00 p.m. on the Friday prior to the weekly email and should be sent to:

**Jim Evers**

**lkcadvertising@gmail.com**

**785-764-0962**