

# Advertising Information

Lakeville Area Active Adults Program  
Heritage Happenings Newsletter



## The 65+ population in Dakota County is booming.

Between 2015-2030 it is expected to increase by 64% to 85,908

\* (Source: MN State Demographer—August 2015)

## This is an audience that you do not want to miss!

The Heritage Happenings is a bi-monthly newsletter that is the main communication for the Lakeville Area Active Adults (age 50+). Our current membership (September 2018) is over 1,100. The newsletter is mailed, emailed and available online. Reach more clientele by advertising in this popular newsletter.

## Why advertise in the Heritage Happenings?

- Great deal for your advertising dollar—check out our prices!
- Your ad will also appear in our online newsletter on the City of Lakeville website with a link from your ad directly to **your** webpage. Check it out at [www.LakevilleHeritageCenter.com](http://www.LakevilleHeritageCenter.com).
- Efficient and effective way to reach local seniors.
- The Heritage Center also serves as home to the Lakeville Historical Society and the Lakeville Yellow Ribbon organization—you will also reach members of these groups.
- In addition to mailing the newsletters, they are distributed in prominent locations throughout Lakeville and the surrounding area.
- This is a perfect advertising venue for businesses who cater to seniors or anyone 50+.

## Advertising Information

We encourage advertising associated with the 50+ age group. Ads not accepted include: political, religious, gaming, alcohol, tobacco, sexually-oriented or those that compete with activities or products offered by the City of Lakeville. Placement of ads within the newsletter is at the discretion of staff.

Advertisements are accepted on a first come, first served basis.

To reserve your ad space, contact Renee at [rbrekken@lakevillemn.gov](mailto:rbrekken@lakevillemn.gov) or call 952-985-4622.

## Pricing per issue:

1/8 page 2.5" h X 4" w \$70

1/4 page 5.2" h X 4" w \$110

1/2 page 5.2" h X 8" w \$185

You will be billed for the ad after the Heritage Happenings is printed.

## Reserve space for all of 2019 and save the cost of one ad.

1/8 page all year \$350

1/4 page all year \$550

1/2 page all year \$925

Pay up front for this option.

## Publication Dates

Issue	Submission Deadline (first week of the month)
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Jan/Feb	Dec. 5
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March/April	Feb. 1
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May/June	April 5
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July/August	June 7
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Sept/Oct	Aug. 2
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Nov/Dec	Oct. 4
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Heritage Happenings is typically mailed approximately 5-7 days prior to the first month of the publication.