



Hello and Happy Fall,

The Lakeville Active Adults Program are pleased to offer a great advertising opportunity for your business to reach the 50+ population in Lakeville and the surrounding area.

The Heritage Happenings is a bi-monthly newsletter which is direct-mailed and/or emailed to approximately 1,600 members and is posted online. Unlike other mass distributions, our publication is specifically targeted to those over 50 years of age who are active in Lakeville and surrounding area. **As an added benefit to our advertisers, the electronic version of the newsletter provides a direct link to your business's website.** Check it out at www.LakevilleHeritageCenter.com.

Please take a look at the attached flyer with specific details on advertising in our newsletter. I have attached the most recent copy of our newsletter for your review or take a look at the online version. To reserve your space for the next newsletter, just give me a call. I look forward to hearing from you.

Sincerely,

C. Bridget Samson

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Recreation Program Coordinator – Active Adults

952-985-4622

bsamson@lakevillemn.gov

2025 Advertising Information

Lakeville Area Active Adults Program
Heritage Happenings Newsletter

Lakeville is currently the largest city in Dakota County with over 70,000—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. Membership ranges from ages 50-97. Currently there are more than 1,575 members. 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.
- 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+.

Specifications: Contact information must be included in the ad. Please include a border or one will be placed around the ad. Submit **high resolution pdf or jpg** to bsamson@lakevillemn.gov.

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. No cut-out coupons or registration forms can be included in the ads.

Advertisements are accepted on a first-come, first-served basis.
To reserve your ad space, contact Bridget at
bsamson@lakevillemn.gov or call 952-985-4622.



Pricing per issue:

1/8 page	2.5" h X 4" w	\$85
1/4 page	5.2" h X 4" w	\$130
1/2 page	5.2" h X 8" w	\$210

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

Reserve space for all of 2025 and save the cost of one ad.

1/8 page all year	\$420
1/4 page all year	\$645
1/2 page all year	\$1,045

Pay up front for this option.

Publication Dates

Issue Submission Deadline
(approx. the first of the month)

Jan/Feb	Dec. 2
March/April	Feb. 3
May/June	April 1
July/August	June 2
Sept/Oct	Aug. 4
Nov/Dec	Oct. 1

Heritage Happenings is typically mailed approximately 5-7 days prior to the first month of the publication.