

2021 Advertising Information

Lakeville Area Active Adults Program
Heritage Happenings Newsletter

**The senior population in Dakota County is booming.
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 50-101. Currently there are more than 1,000 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 rbrekken@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 Renee at 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	\$115
1/2 page	5.2" h X 8" w	\$195

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

Reserve space for all of 2021 and save the cost of one ad.

1/8 page all year	\$350
1/4 page all year	\$575
1/2 page all year	\$975

Pay up front for this option.

Publication Dates

Issue	Submission Deadline (first week of the month)
Jan/Feb	Dec. 2
March/April	Feb. 3
May/June	April 6
July/August	June 4
Sept/Oct	Aug. 3
Nov/Dec	Oct. 5

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