

2022 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 1,100 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	\$80
1/4 page	5.2" h X 4" w	\$125
1/2 page	5.2" h X 8" w	\$205

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

Reserve space for all of 2022 and save the cost of one ad.

1/8 page all year	\$400
1/4 page all year	\$625
1/2 page all year	\$1,025

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 3
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.