

2025 LAKE CUMBERLAND COMPASS

Navigating Health, Wellness, Life, and Creativity

Each issue of **Lake Cumberland Compass** is crafted with easy-to-read articles which are presented in appealing layouts that flow from page to page. Content is curated with our community members in mind with topics that are timely and relevant to us and often are recommended by our readers.

Our health and wellness content is primarily based on the eight dimensions of wellness – **physical, intellectual, environmental, emotional, financial, social, spiritual, and occupational** – with abundant ideas! We also pepper in content pertaining to everyday life and creativity.

Your content ideas and column submissions are welcomed and are considered as space and time allow.

Let our award-winning designer create your ads at no additional cost!

With an abundant array of advertising choices to fit any budget, your message can be seen by our followers for as little as \$130 for an eighth of a page.

We offer discounts for Somerset Chamber of Commerce members and for nonprofit entities.

Stay Informed!

Follow us on facebook (@LCCompass) or join our email list and get notified:

- Ad deadlines
- Content / submission deadlines
- New issues available
- Timely content added to website

Lake Cumberland Compass
is published monthly by
Compass Communications, LLC

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Visit us online at: LCCompass.com

Digital flipbooks: <https://issuu.com/lccompass>



***The art of telling great stories
about amazing people in and
around our community!***

Reach thousands

• **Printed Copies** – Offset printed on 60# gloss text, 1,500 - 2,000 printed copies are distributed to up to 200 area medical offices, businesses with waiting areas, salons, libraries, and more throughout the county. Each printed copy is read an estimated 3 to 5 times – so your ad can potentially be seen by thousands of readers.

• **Flip Books** – Each issue is presented as free, interactive, online flip book. Your message will have a direct link to the content of your choosing and will stay online as long as the flip books are active. We receive 600-1,000 views each month and those numbers keep growing!

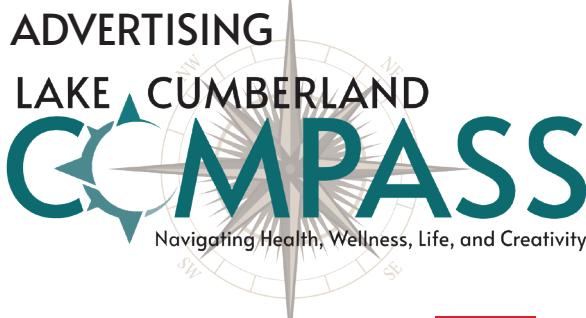
• **Blog Entries** – Each ad in the Lake Cumberland Compass also earns a spot on a blog entry. Each feature article in the magazine is presented on the blog for readers who just want the ease of reading one article in this format. Your ad stays with the blog for the life of the site, with a link to your content.

• **Social Media** – Each ad gets mentioned on our facebook page with a link. We also follow you around for the month and share as much content as we see to help further promote your business and partner with you.



**SIGN UP
FOR EBLAST:**





Ad deadline is by the 8th of each month for the following month's issue.

Advertising in a community magazine allows you to reach a highly targeted local audience. Promoting your services, events, and sales in Lake Cumberland Compass helps you reach the very people who are already interested in local happenings, which helps you boost brand recognition and customer loyalty in our local region.

Lake Cumberland Compass is specifically tailored to Pulaski County residents, making it an ideal platform to connect with potential customers in our area.

Reserve your ad space early to guarantee placement and allow ample time for the professional design of your ad.

Press ready files or acceptance of artwork created by our designers, should be received in our office by the eighth of the month for inclusion in the following month's issue. We cannot extend deadlines or we risk missing our press deadlines.

Your files may be submitted via email in press-ready PDF format with all fonts embedded. Other file formats accepted at publisher's discretion. Be sure to use 300 dpi images. You can always have our award-winning designer make an ad for you at no charge.

Special placement requests are honored on a first come basis and are only guaranteed when reserved in advance. Ask us about customizing an ad size to meet your needs!

The publisher is not responsible for files improperly submitted, errors in ads, or for substandard or late submissions. We reserve the right to refuse advertising or ad materials, or to cancel ad contracts. Payments or deposits may be refunded if ads

Get seen by THOUSANDS as we promote your content throughout the month in our print magazine, on our website's blog, in our digital flip book, and through social media!

are canceled prior to the materials deadline. Publisher's liability shall be limited to the amount paid by the advertiser.

Ads which are not prepaid will be invoiced by mail or email after each issue is distributed and are due net 15 days. We reserve the right to decline an ad or remove one from our digital spaces due to unpaid invoices.

In the event enough ad space is not secured to cover monthly costs, we will offer advertisers the option of retracting their ads or running in a digital only version.

Thank you for your interest!

Ask about having a professionally written and designed business exposé, flyer, or brochure created for your organization. We're also happy to assist with your marketing materials, writing, or editing projects at reasonable rates.

Reprints of articles we've published are available. Rates vary depending on the quantity desired.

COMPASS Package Ad Rates (includes print, digital, blog & social)

1/8 Page Vertical	\$130	1.7 in. x 4.68 in.
1/8 Page Horizontal.....	\$130	3.5 in. x 2.25 in.
1/6 Page Vertical	\$175	2.3in. x 4.68 in.
1/4 Page Vertical	\$250	1.7 in. x 9.6 in.
1/4 Page Square.....	\$250	3.55 in. x 4.68 in.
1/4 Page Horizontal.....	\$250	7.25 in. x 2.25 in.
1/3 Page Vertical	\$345	2.3 in. x 9.6 in.
1/3 Page Horizontal.....	\$345	7.25 in. x 3.1 in.
1/2 Page Vertical	\$475	3.5 in. x 9.6 in.
1/2 Page Horizontal.....	\$475	7.25 in. x 4.68 in.
2/3 Page Vertical	\$675	4.8 in. x 9.6 in.
2/3 Page Horizontal.....	\$675	7.25 in. x 6.3 in.
Full Page	\$900	7.25 in. x 9.6 in. (live area)
Full Page Bleed	\$900	8.25 in. x 10.75 in. (trim size) (+ 1/4" trim, ask for template!)
Full Inside Covers.....	\$950	Same as above for full page
Back Cover	\$1000	Same as above for full page

Digital Only Version (when available; same dimensions as above)

1/4 Page	\$65
1/2 Page	\$125
Full Page	\$250