

**RATES & INFORMATION – Estimated Readership of 16,000 per edition  
A High Quality, Direct Mail Publication With Advertising Impact!**

**READER DEMOGRAPHICS:**

Aged 50 - 77 Baby Boomer homeowners,  
Home value \$100,000 + Household income over \$50,000  
Direct Mailed to Zips 43440, 43452, 43456, 43438, 44839 & 44870  
Including Catawba, Port Clinton, Marblehead, Put-in-Bay,  
Kelleys Island, Sandusky & Huron Township

**7 EDITIONS** annually  
Including Spring, May, June, July,  
August, Autumn & Holiday  
~ Usually mailed mid-month ~

**EDITIONS promoted online!**  
Your ad will be hyperlinked so readers  
can connect directly to your website!

**6,400 HOUSEHOLDS (Annual average)**  
Receive delivery by **DIRECT MAIL** each edition  
in eastern Ottawa & western Erie Counties.

**1,100 + Carrier Delivered** to Medical & Professional offices,  
Hospital and Residential facilities, Financial Planners/  
Institutions, prime dining and retail establishments.

**DISPLAY ADVERTISING RATES**

ASK ABOUT PREPAY DISCOUNTS

**RANDOM INSIDE Ad Positions**

Full color on Premium bond paper  
Quarter page .....\$289 per edition/ three times  
  \$369 one time  
Half page.....\$405 per edition/ three times  
  \$485 one time  
Full page .....\$680 per edition/ three times  
  \$800 one time

**BUSINESS CARD Ads**

Includes professional graphic design  
& Full Color Ink  
\$149 per edition on 3 insertion contract,  
\$179 one time rate

**PRIME Ad Positions On Gloss Paper Pages**

All Positions are a minimum 3 consecutive time rate or 7 time annual rate, on contract, when space is available.  
Ads printed on high quality 100 lb. gloss paper.

Full page, Inside back cover .....	\$765	Full page, Center insert.....	\$745
Half page, Inside front cover.....	\$505	Half page, Center insert.....	\$475

*Leisurely Yours -*

**Leisure Publications**

Christine Elder - Publisher  
Phone /Text: 419.552.6498  
leisurepublications@gmail.com

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