

LINCOLN'S PREMIER NEIGHBORHOOD MAGAZINES

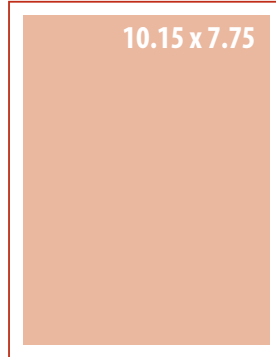
FocalPoint Publishing is a provider of high end communication vehicles for specialty groups. We focus on connecting neighbors and building community. Our publications are mailed and delivered directly to association members of affluent neighborhoods. Deliver the message to the people you want to reach! Packages are available. Ask for details.

8535 Executive Woods Drive, Suite 300 • Lincoln, NE 68512 • fppub.com • 402.420.7880

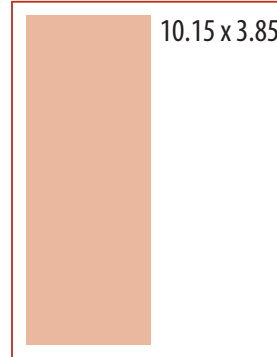
AD SPECIFICATIONS

Ad Size	Inches (H x W)
Full Page	10.15 x 7.75
Half Page - Vertical	10.15 x 3.85
Half Page - Horizontal	5.0 x 7.75
Third Page	10.15 x 2.45
Quarter	5.0 x 3.85
Eighth Page	2.5 x 3.85
Word Count for Articles	Full: 660-680 words Half: 360-380 words

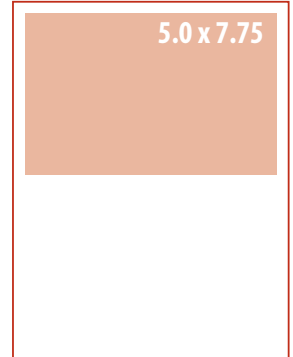
FULL PAGE



1/2 PAGE - VERTICAL



1/2 PAGE - HORIZONTAL



Type of Files we accept:

- Photoshop (.psd)
- Adobe Acrobat (.pdf)
- TIFF (.tif)
- Please save your artwork at 300 dpi*

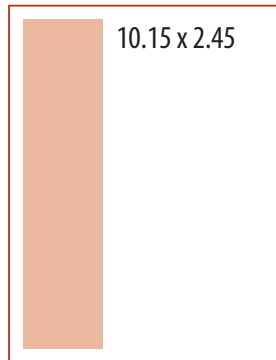
Deadlines - 15th of month prior to issue

Submit your advertisement to designer@fppub.com

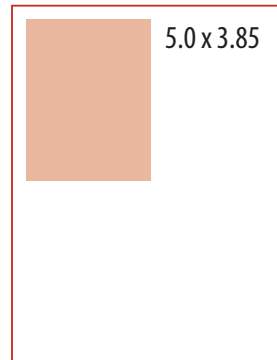
Questions? Call 420-7880 or email designer@fppub.com

The advertiser is responsible for providing current ads by the 15th of the month prior to the month of issue. If the advertiser fails to submit an ad by the due date, FocalPoint Publishing will place your business name and contact information on the most current ad in the advertising space purchased. FocalPoint is not liable for any damages that exceed the cost of the advertisement.

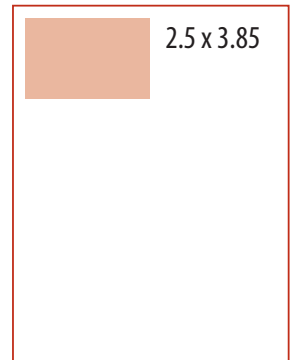
1/3 PAGE



1/4 PAGE



1/8 PAGE



BLACK & WHITE PRICING

Publication	Homes	Months	FULL PAGE		1/2 PAGE		1/3 PAGE		1/4 PAGE		1/8 PAGE		INSERT*
			Year	Issue	Year	Issue	Year	Issue	Year	Issue	Year	Issue	
Downtown/Meadowlane (DM)	4300	Jan, Apr, Jul, Oct	3000	845	1900	540	1640	470	1420	410	880	260	460
Country Club (CCNA)	2400	Feb, May, Aug, Nov	1870	535	1210	355	1010	300	790	240	515	155	350
South Lincoln Neighbors (SLN) - Cripple Creek - Pine Lake Heights - Edenton South - Seven Oaks/Briarhurst	2385	Mar, Jun, Sep, Dec	1870	535	1210	355	1010	300	790	240	515	155	350
Indian Village (IV)	850	Feb, May, Aug, Nov	935	280	605	190	510	160	390	130	225	110	240
North Lincoln (NL)	645	Feb, May, Aug, Nov	800	240	520	165	430	140	335	115	220	80	240
Williamsburg (WB)	420	Jan, Apr, Jul, Oct	695	215	450	145	375	125	280	100	190	65	185
Wilderness Ridge (WR)	250	Mar, Jun, Sep, Dec	695	215	450	145	375	125	280	100	190	65	185
Paws & Learn (PL)	550	Apr, Oct	695	215	450	145	375	125	280	100	190	65	185

COLOR PRICING

B&W Price + 35%

**advertiser is responsible for the printing cost of the insert*

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PUBLICATION SCHEDULE

January, April, July, October

Williamsburg
Paws and Learn (Apr, Oct)
Downtown/Meadowlane

February, May, August, November

Country Club
North Lincoln
Indian Village

March, June, September, December

South Lincoln Neighbors
(Cripple Creek, Edenton South, Pine Lake Heights, Seven Oaks, Briarhurst)
Wilderness Ridge

