



24752 Toledo Way  
 Lake Forest, CA 92630  
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 www.lf2.org  
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 Lake Forest, CA 92630

## THE MAINSHEET DISPLAY (BUSINESS) ADVERTISING PROGRAM

*The Mainsheet* is a 2-color, 16-page monthly newsletter publication, with distribution to 3,436 homeowners and approximately 125 renters within the Association and selected other individuals and homeowner associations.

Please see the reverse side of this form for details on ad sizes, prices, and submittal requirements. We offer three standard ad sizes, and discounts for advertisers who wish to purchase ads in multiple-month packages. Advertisers who commit to 6-month or 12-month packages will be given first consideration, while month-to-month advertisers will be accepted on a space-available basis. If you have questions or need assistance, please contact Bruce Cook, *Mainsheet* Editor, at (949) 586-0860, Ext. 12, or [bcook@lf2.org](mailto:bcook@lf2.org).

NAME OF BUSINESS TO BE ADVERTISED \_\_\_\_\_

ADDRESS \_\_\_\_\_ CITY, STATE, ZIP \_\_\_\_\_

NAME OF OWNER(S) \_\_\_\_\_

PHONE NUMBER(S) WITH AREA CODE \_\_\_\_\_

FAX NUMBER \_\_\_\_\_ E-MAIL ADDRESS \_\_\_\_\_

**SELECT AD SIZE** (SIZES PICTURED ON REVERSE SIDE)

**A** (3.5" x 2")

**B** (3.75" x 3.75")

**C** (7.5" x 3.75")

**SELECT ISSUE MONTH(S)** (PLEASE CIRCLE YOUR SELECTION)

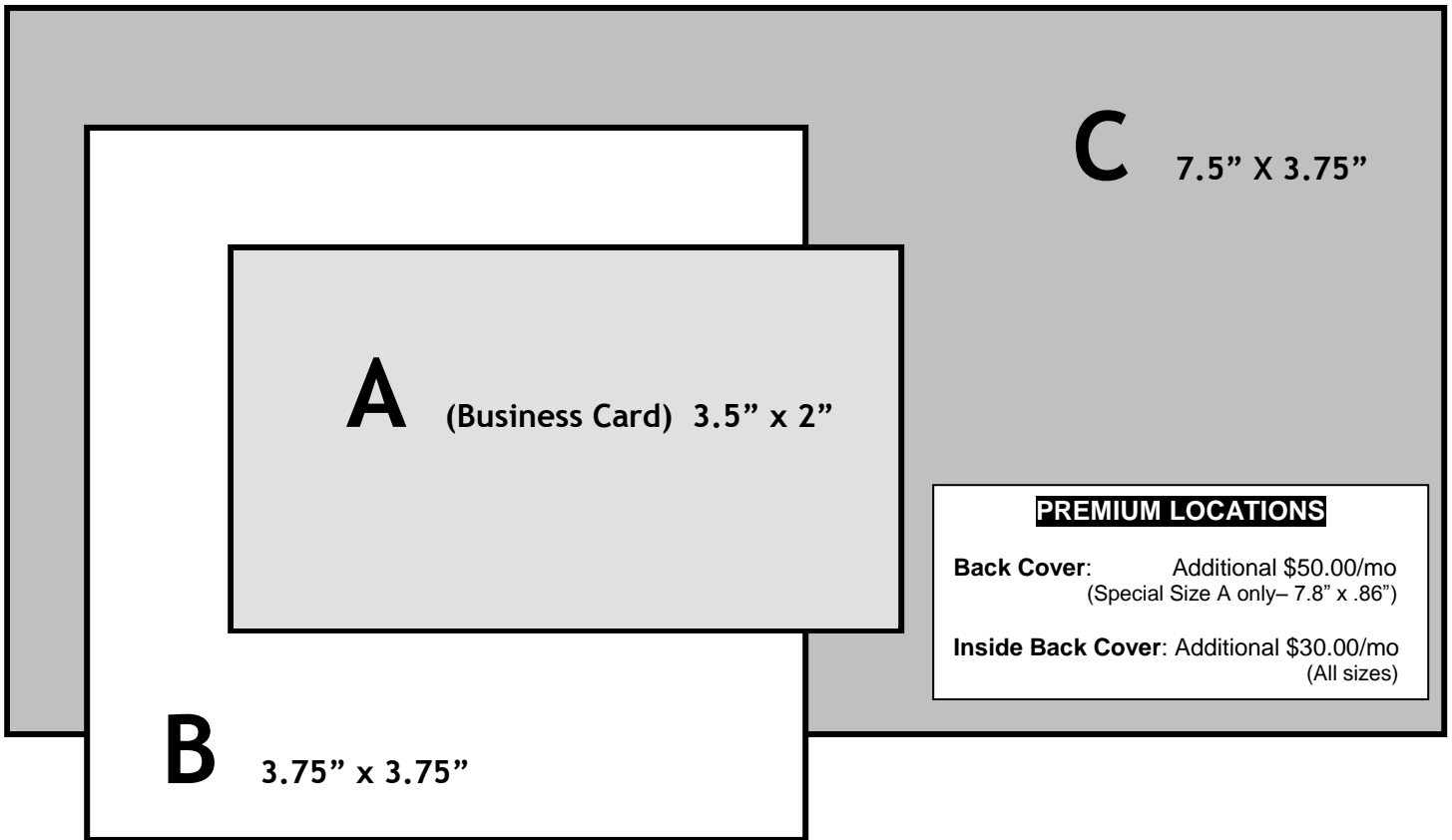
<b>SINGLE MONTH:</b>	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
<b>6-MONTH PACKAGE:</b>	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
<b>12-MONTH PACKAGE:</b>	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC

**PAYMENT** (PRICES LISTED ON REVERSE SIDE)      \$ \_\_\_\_\_      DATE \_\_\_\_\_

- *PAYMENT FOR ISSUES SELECTED MUST BE RECEIVED 30 DAYS PRIOR TO THE STARTING ISSUE MONTH.*
- *DISCOUNTS FOR 6- AND 12-MONTH PACKAGES APPLY TO CONSECUTIVE ISSUES ONLY. PAYMENT OF ONE-HALF OF THE TOTAL PACKAGE PRICE IS DUE 30-DAYS PRIOR TO THE STARTING ISSUE MONTH.*
- *COPY FOR 6- OR -12-MONTH ADS MAY BE CHANGED MONTHLY, BUT REVISED OR REPLACEMENT ADS MUST BE SUBMITTED 30 DAYS PRIOR TO EACH ISSUE MONTH.*
- *PREMIUM LOCATIONS ARE OFFERED ON A SPACE-AVAILABLE BASIS FOR AN ADDITIONAL FEE (SEE REVERSE SIDE FOR DETAILS).*
- *ALL ADS MUST BE SUBMITTED IN DIGITAL FORMAT, EITHER ON DISK OR VIA E-MAIL TO: [BCOOK@LF2.ORG](mailto:bcook@lf2.org).*
- *ALL ADS MUST BE SUBMITTED IN THE EXACT REQUIRED SIZE.*
- *PREPAID ADS ARE NON-REFUNDABLE.*

LAKE FOREST II MASTER HOMEOWNERS ASSOCIATION  
**THE MAINSHEET - DISPLAY (BUSINESS) AD PROGRAM**

- There are three uniform ad sizes (A, B and C, pictured below) from which to choose. Ad costs vary depending on the ad size and the number of issues to which you commit. Payments are due no later than 30 days prior to the 1<sup>st</sup> day of the starting-issue for your ad (i.e., May 1 for the June issue).
- Ads are accepted on a first-come first-served basis, with long-term ads receiving preference.
- Multiple-month discounted ad packages are for consecutive months only.
- There is no guarantee of where your ad will be placed, except if you have arranged and paid for an available premium location (back cover or inside back cover).
- Ad copy, in the exact required size, must be submitted 30 days prior to the issue date in an acceptable digital format (see accompanying “Publishing Guidelines) by e-mail to Bruce Cook at [bcook@lf2.org](mailto:bcook@lf2.org) or brought/sent to the Sun & Sail Club on a CD.
- All ads are subject to approval by the Association’s Management Staff and *The Mainsheet’s* Board of Directors Liaison.



SIZE	SINGLE ISSUE	6-MONTH PACKAGE*	12-MONTH PACKAGE**
<b>A</b>	<b>\$100.00</b>	<b>\$540.00 total</b> <i>Based on \$90/mo discounted rate</i>	<b>\$960.00 total</b> <i>Based on \$80/mo discounted rate</i>
<b>B</b>	<b>\$200.00</b>	<b>\$1,080.00 total</b> <i>Based on \$180/mo discounted rate</i>	<b>\$1,920.00 total</b> <i>Based on \$160/mo discounted rate</i>
<b>C</b>	<b>\$320.00</b>	<b>\$1,728.00 total</b> <i>Based on \$288/mo discounted rate</i>	<b>\$3,072.00 total</b> <i>Based on \$256/mo discounted rate</i>
		*Payment of half of total is due 30 days prior to the 1 <sup>st</sup> day of the starting-issue month. Balance is due 45 days after the 1 <sup>st</sup> day of the starting-issue month.	**Payment of half of total is due 30 days prior to the 1 <sup>st</sup> day of the starting-issue month. Balance is due 90 days after the 1 <sup>st</sup> day of the starting-issue month.