



24752 Toledo Way
 Lake Forest, CA 92630
 (949) 586-0860 FAX (949) 588-1716
www.lf2.org
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 Lake Forest, CA 92630

THE MAINSHEET DISPLAY (BUSINESS) ADVERTISING PROGRAM

The MAINSHEET is a full-color, 16-page monthly newsletter publication, with distribution to 3,436 homeowners and approximately 125 renters within the Association, along with selected 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.

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)

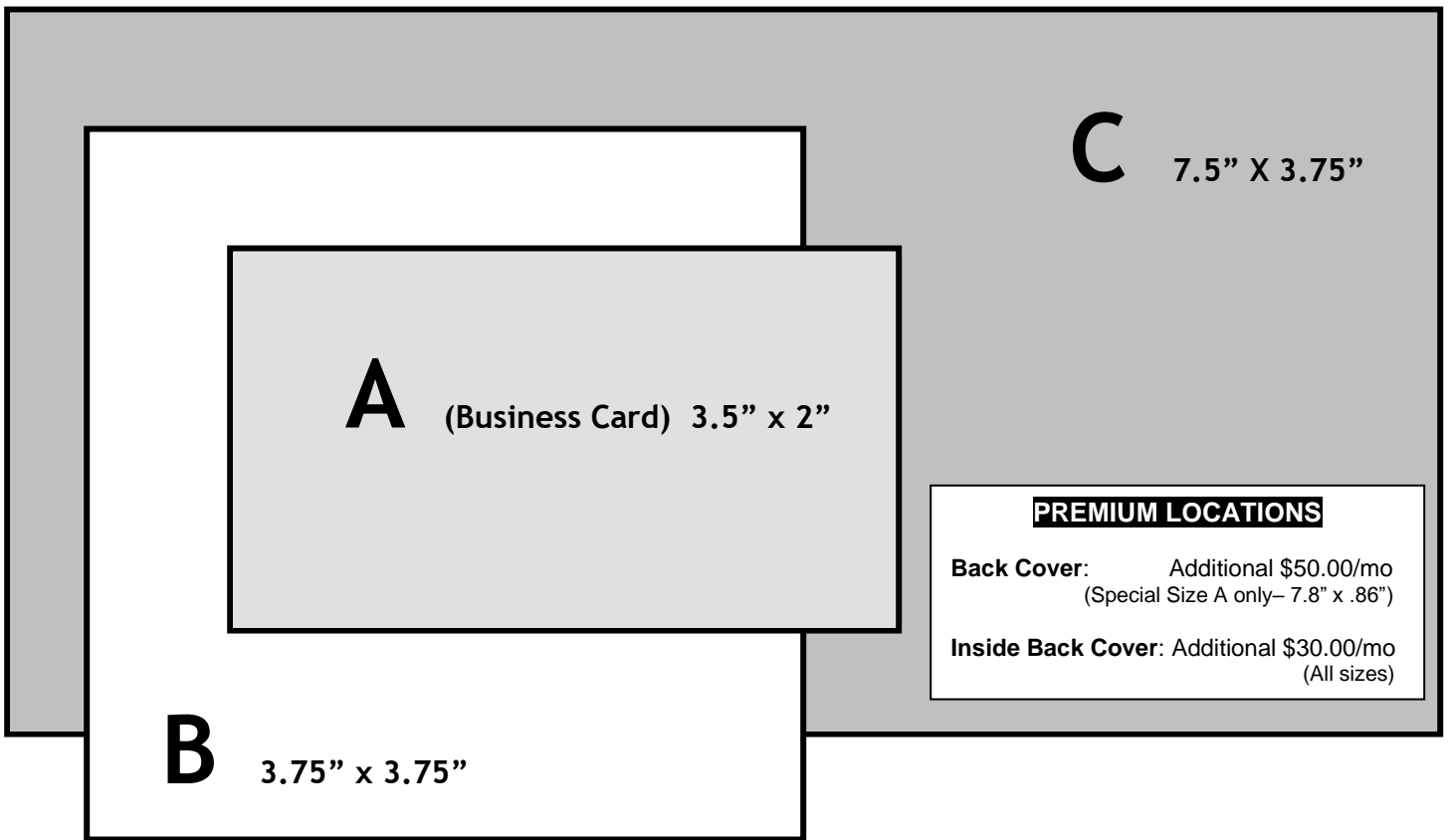
SINGLE MONTH:	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
6-MONTH PACKAGE:	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
12-MONTH PACKAGE:	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC

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 1st 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 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**
A	\$100.00	\$570.00 total <i>Based on \$95/mo @ 5% discount rate</i>	\$1,080.00 total <i>Based on \$90/mo @ 10% discount rate</i>
B	\$200.00	\$1,140.00 total <i>Based on \$190/mo @ 5% discount rate</i>	\$2,160.00 total <i>Based on \$180/mo @ 10% discount rate</i>
C	\$400.00	\$2,160.00 total <i>Based on \$360/mo @ 10% discount rate</i>	\$3,840.00 total <i>Based on \$320/mo @ 20% discount rate</i>
		*Payment of half of total is due 30 days prior to the 1 st day of the starting-issue month. Balance is due 45 days after the 1 st day of the starting-issue month.	**Payment of half of total is due 30 days prior to the 1 st day of the starting-issue month. Balance is due 90 days after the 1 st day of the starting-issue month.