

ELITE HOMES & YACHTS

PEOPLE

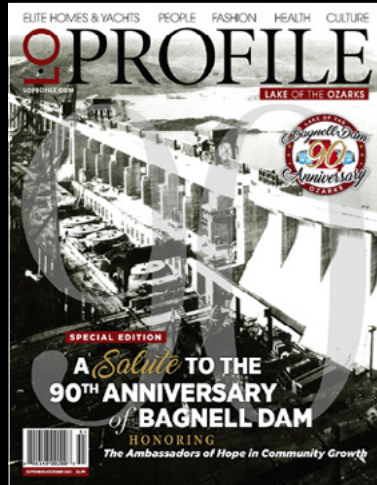
FASHION

TRAVEL

CULTURE

# LOPROFILE

LOPROFILE.COM



**T**he Lake of the Ozarks Magazine, international award-winning **L-O PROFILE MAGAZINE:**

Bringing glamor and sizzle to the Lake of the Ozarks and the Midwest.

This large-format, feature publication portrays the lifestyle and passions of the Lake's most affluent and sophisticated.

With high-impact celebrity covers, elite homes and yachts, dining, entertainment, fashion, and the VIP Scene of the Lake, LOP creates engaging content and a witty, intelligent editorial style, making it the bimonthly "must-read" amongst VIPs and the influential.

Created by Studio M Publishing, LLC  
LOPROFILE.COM

ELITE HOMES & YACHTS PEOPLE FASHION TRAVEL CULTURE

# L•O PROFILE

**LAKE OF THE OZARKS**



**LOCAL INTERVIEWS**

Each issue of L•O PROFILE contains indepth interviews and profiles of the influential “get-to-know” persons of the community, including business leaders and local personalities.

**TRENDSSETTERS**

The section is a must-read to discover who’s who and their successes, loaded with mini-profiles and resources, introducing new businesses, trends, and the faces and personalities behind them.

**VIP SCENE**

L•O PROFILE keeps you up to date on the latest parties and premieres, special events, openings, and celebrity happenings in every issue.

**CARS, BIKES, PLANES, AND TECHNOLOGY**

L•O PROFILE features transportation trends locally and beyond. The best and most sophisticated means of travel will be highlighted in a fabulous pictorial, including owner profiles.

**GOLF, MARINE, AND TRAVEL** Here you will discover all you need to know about local golf courses, the latest water sports trends, marine technology, and more.



**ELITE HOMES AND DESIGN**

Discover who and what’s hot in design, interior amenities, architecture, and extreme living, featuring Lake style from sophisticated waterfront homes to unique, architecturally trendy estates.

**ECONOMICS/INVESTMENTS/REAL ESTATE**

Educate yourself on the latest investment moves and real estate developments before they happen while shopping for your million-dollar Lakeside retreat.



**FASHION**

Local models are featured in our trendy fashion section each issue, showcasing a range of styles and settings from business wear to bikinis, connecting you to the latest styles.

**HEALTH/BEAUTY/SPA**

Here you will discover wellness education, new beauty procedures, diets, and trends that will help maintain your youth.

**DINING/WINE/SPIRITS**

With its delicious coverage of the Lake of the Ozarks’ unique waterfront restaurants and fine dining, L•O PROFILE informs, entertains, and delights your culinary senses. You will discover Insightful takes on wine, beer, spirits, and recipes from the Lake’s most spectacular chefs.



**MUSIC, ARTS, AND ENTERTAINMENT**

Our about-town gurus capture the “Don’t Miss” events of the Lake community. Whether it’s festivals, fireworks, concerts, theater, or charity events, you will have a complete calendar to be a part of the crowd.



studio *m*  
**Studio M Publishing, LLC**  
 (573) 365-2288

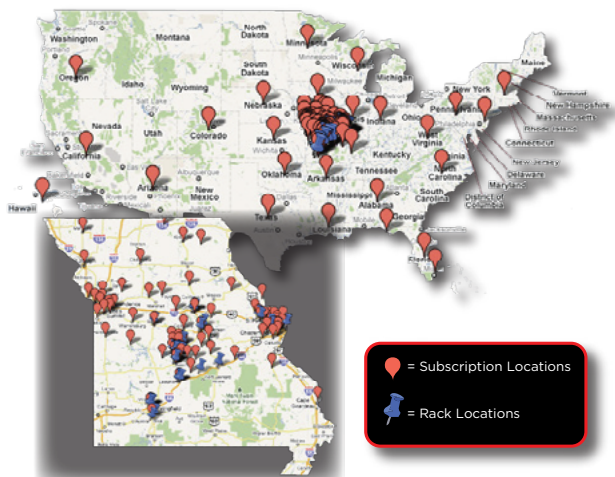
ELITE HOMES &amp; YACHTS PEOPLE FASHION TRAVEL CULTURE

# L•O PROFILE

LAKE OF THE OZARKS

## DISTRIBUTION MODEL

L•O PROFILE is available for sale at newsstands, in upscale bookstores, at local grocers, and in retail shops. Complimentary copies will be available at highend hotels, private airports, within the health industry, from people of note, and from business leaders.



## LOCAL DISTRIBUTION

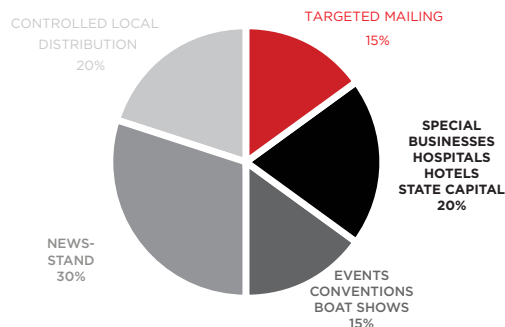
L•O PROFILE is distributed to health facilities, restaurants, night-clubs, salons, spas, high-end boutiques, and medical and business offices throughout the Lake of the Ozarks community.

## SPECIAL EVENTS

L•O PROFILE is distributed FREE at charity benefits, community and Chamber of Commerce events, trade shows, local racks as well as other L•O PROFILE sponsored events.

## TARGETED MAILING

The Big-Business Issue of L•O PROFILE Magazine is sent directly to over 3500 members of a combined five Chamber of Commerce Member roster list of the Lake's and the Midwest's most affluent executives and political leaders in the state.



## L•O PROFILE Statewide Rack Locations and Special Distribution Points:

### CAMDENTON/LINN CREEK:

Camdenton Airport  
Camdenton Area Chamber of Commerce  
Central Bank Lake of the Ozarks  
[The] Fish and Co. (Seasonal)  
Missouri Furniture  
OakStar Bank  
Old Kinderhook Hotel/Resort

### COLUMBIA, MO:

BMW of Columbia  
Joe Machen's Ford  
Joe Machen's Toyota  
Joe Machen's Dodge/Jeep  
Mercedes-Benz of Columbia  
Missouri Furniture  
Mizzou Arena  
University of MO Athletic Dept.

### ELDON:

Brew Brothers Coffee  
Chamber of Commerce  
Eldon Drug Company  
Serendipity Roasting

### JEFFERSON CITY:

GFI  
Jefferson City Chamber of Commerce  
Jefferson City Flying Services  
Missouri Furniture  
Rusty Drawing Automotive (Chevrolet, Toyota)  
State Capitol House

### KAISER:

Bear Creek Restaurant  
Lee C. Fine Airport

### KANSAS CITY AREA:

Aristocrat Motors  
Van Subaru

### LAKE OZARK:

Alhonna Restaurant  
Central Bank Lake of the Ozarks  
Camden at the Lake - by Elevator  
Change Academy of Lake of the Ozarks  
Eagle Stop  
JB Hook's  
Lake Area Chamber - Willmore Lodge  
Visitor Center  
Lil Rizzo's  
Lodge of Four  
Seasons Hotel  
Marine Max  
Osage River Popcorn  
The Resort at Lake of the Ozarks  
Rusty Rooster  
Stewart's  
Tucker's Shuckers

### LAURIE:

Central Bank Lake of the Ozarks

### LINN CREEK:

Seven Springs Winery

### OSAGE BEACH:

1932 Reserve  
Central Bank Lake of the Ozarks  
Dierbergs  
First Watch  
Grand Glaize Airport-K15  
Barista go Coffee House  
Lil Rizzo's  
Marty's Marine  
On The Rise  
Paint Box Café  
Performance Boat Center  
Redhead Lakeside Grill  
RE/MAX Lake of the Ozarks - Spouses Selling Houses, Main REMAX, Krantz, Whittle  
Starbucks  
Vista Grande

### SUNRISE BEACH:

Captain Ron's Bar & Grill (Seasonal)  
Lake House 13  
Lake West Chamber of Commerce  
The Club at Porto Cima

studio *m*  
Studio M Publishing, LLC  
(573) 365-2288

info@lakeprofile.com • www.loprofile.com • www.loprofile.com

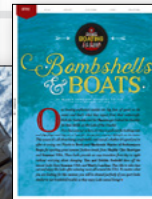
ELITE HOMES & YACHTS PEOPLE FASHION TRAVEL CULTURE

# L•O PROFILE

## LAKE OF THE OZARKS

### MEDIA PLANNER

- Every issue of **L•O PROFILE** features a glamorous cover and interview, plus intelligent editorial on Economics, Sports, Fashion, Health, Culture, Libations, Nightlife, Elite Homes, Cars, Bikes, Planes, and Yachts.



### JANUARY/FEBRUARY: **BIG BUSINESS-ECONOMIC STATS AND FORECAST FOR THE NEW YEAR**

*Deadline: November 25*

- Investment/Real Estate/Banking/Buying Trends/Development and More.

*Special Feature: Power Players: An Advertorial of the Lake's most influential business moguls and their tips to success.*

### MARCH/APRIL: **HEALTH/FITNESS/BEAUTY + THE LOVE OF PETS** . . . . .*Deadline: January 25*

- Tips on achieving good health and a happy, healthy lifestyle.

*Special Feature: Top Docs: An Advertorial index of the best professionals in the healthcare, spa, and fitness field.*

### MAY/JUNE: **BUILD/DESIGN/REAL ESTATE** . . . . . *Deadline: March 25*

- The best and latest ideas, styles, colors, and looks that help you build your dream house.

*Special Feature: Build and Design Professional Profiles, an advertorial of Who's who at the Lake in the real estate, building and design industry.*

### JULY/AUGUST: **ENTERTAINMENT/DINING/NIGHTLIFE - ANNUAL MARINE/BOATING EDITION (2 IN 1 EDITION)**

*Deadline: May 25*

- **L•O PROFILE** reveals venues for great Entertainment, Dining, Power Lunch Spots, and the Hottest Bars. PLUS - Performance Boating: SHOOTOUT Guide and Lake Race Results

*Special Feature: An advertorial index of the Best bars and restaurants for your pleasures, plus Marine Industry Icons.*

### SEPTEMBER/OCTOBER: **ANNIVERSARY ISSUE-THERE'S NO PLACE LIKE HOME** . . . . . *Deadline: July 25*

- Remembering the life, style, and good times of years gone by while welcoming the new.

*Special Feature: Long-time businesses that have helped make the Lake what it is today through their charitable donations.*

### NOVEMBER/DECEMBER: **HOLIDAY EDITION-WEDDING & PARTY PLANNING, PLUS RENEW & REMODEL**

*Deadline: September 25*

- Happy Holiday ads, Gift Guide; Shopping Resources plus Remodeling Before and Afters

*Special Feature: Event Planning Sourcebook: An advertorial guide to planners and professionals that will make your event special. Also, an Advertorial resource sourcebook for home contractors, remodeling specialists, interior design, and furniture showrooms.*

studio *m*  
Studio M Publishing, LLC  
(573) 365-2288

info@lakeprofile.com • www.loprofile.com • www.loprofile.com

ELITE HOMES &amp; YACHTS PEOPLE FASHION TRAVEL CULTURE

# LO PROFILE

LAKE OF THE OZARKS

## TARGET READERSHIP DEMOGRAPHICS:

70,000 Readers

Age 30 years and older

\$200,000 + min. Household Income

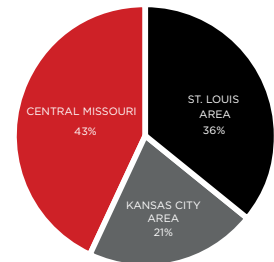
Profile: Business Executives, Dignitaries, Influential Lake Locals,  
Multiple Home Owners, and Expendable Income Individuals

Five state area distribution through targeted mailings - 1500 copies

500 plus Subscribers and additional Digital downloads:

15 states: DC; WV; IN; MI; IA; IL; MO; KS; NE; TX; CO; NV; CA; OR; WA

Missouri Subscribers: 36% St. Louis Area; 21% Kansas City Area; 43% Central MO



MISSOURI SUBSCRIBER

## LAKE OF THE OZARKS DEMOGRAPHICS:

84,000 + Second Homes (Benton, Camden, Morgan, &amp; Miller County)

175,000 + Boats and Watercraft, (50% of which are 30 feet and larger, avg. value \$550,000)

Million + visitors per year, approx. 50% of state visitors 69% of Missourians who own second homes, own them at the Lake of the Ozarks

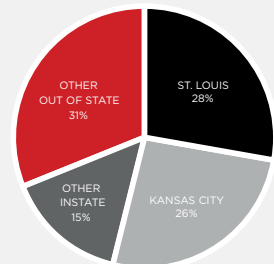
Non-Resident Property Owners are from:

St. Louis 28%; Kansas City 26%; Other In-State 15%; Out of State 31%

Billion per year Statewide MO Tourism total expenditures

Golf Courses within a 50-mile radius

Four public Airports total avg. of 500-575 private and corporate landings per week



NON-RESIDENT PROPERTY OWNERS

## TARGET DISTRIBUTION: QUANTITY—APPROX. 10,000

Affluent Lake Area Residents/Second Home Owners

Hotel/Condo Rental units — approx. 1200

Six Community Airports: Camdenton, Grand Glaize, Lee C. Fine, Jefferson City, Columbia Regional, Eldon

Select Professionals — Approx. 5,000

Lake Area, Camdenton, Lake West, Jefferson City and Eldon Chamber members, approx. 3200

Newsstands — Columbia, Jefferson City, select St. Louis location, Lake area - HyVee, Woods, Dierbergs

Retail Shops — Hospitals, Hotel gift shops, Specialty stores — approx. 500

Community Events — approx. 4,500

Outside Area Mailings — 1800, see above “select professionals”

MO State Elected Officials — approx. 400

Physicians Mailboxes, 7 hospitals: Lake, Jeff City, Lebanon, and Columbia— approx. 1800

studio *m*  
 Studio M Publishing, LLC  
 (573) 365-2288

info@lakeprofile.com • www.loprofile.com • www.loprofile.com

ELITE HOMES &amp; YACHTS PEOPLE FASHION TRAVEL CULTURE

# L•O PROFILE

LAKE OF THE OZARKS

AWARDS



## AWARDS AND RECOGNITION

**L•O PROFILE** Magazine has been named a multiple award winner in two international Design and Excellence in Communication competitions, the prestigious MarCom Awards and The Communicator Award competition judged by the Academy of Interactive & Visual Arts.

**L•O PROFILE** has been recognized as a winner in multiple fields, including writing, design, and overall Consumer Magazine since its inaugural issue in 2007.

**L•O PROFILE** has also been awarded the small business of the year by the Lake of the Ozarks Economic Development Council.

studio *m*  
 Studio M Publishing, LLC  
 (573) 365-2288

info@lakeprofile.com • www.loprofile.com • www.loprofile.com

# LOPROFILE

# LOPNEWS

## PRINT PRICING

SIZE	1X 4/C	3X 4/C	6X 4/C
Full	\$2500	\$2200	\$2000
Spread	\$4200	\$3700	\$3200
1/2 Page	\$2000	\$1750	\$1500
1/3 Page	\$1300	\$1000	\$900
1/6 Page	\$800	\$700	\$600
Commerce Ad	\$375 (When available, size of a business card)		
Advertorial: Full Page	\$1250* (Formatted by L-O PROFILE)		
Advertorial: 1/2 Page	\$800* (Formatted by L-O PROFILE)		
<small>*1/2 Price discount with purchase of display ad in same issue</small>			
Estates/Watercraft for Sale: Full Page	\$725 (Formatted by L-O PROFILE)		
Estates/Watercraft for Sale: 1/2 Page	\$500 (Formatted by L-O PROFILE)		
Don't Miss	\$350 (Formatted by L-O PROFILE)		
<b>PREFERRED POSITIONS</b>			<b>6X 4/C</b>
Inside Back Cover			\$3000
Inside Front Cover			\$3200
Back Cover			\$3500

## PRODUCTION CHARGES

Full page	\$200
1/2 Page	\$150
1/3 Page	\$100
1/6 Page	\$75
Commerce Ad	\$25
Client Portrait/Product Photo	\$100 Minimum

## NOTES

**RATE PROTECTION** Rates are guaranteed for all space orders on contract for a period of three, six or twelve months. Cancellation of any portion of a contract voids all rates and position protection. **PREMIUM POSITIONING** Add 15% **INSERTS** Call for a quote. **PAYMENT TERMS** All display-advertising orders require payment with artwork, unless agency or client has approved credit 30 days prior to closing. Full payment is due upon receipt of invoice. **CANCELLATIONS** L-O PROFILE requires a 60-day advance written notice of cancellations prior to deadline date. Advertisers will be short-rate invoiced at the rate card rate.

## ONLINE ADS

*Applicable to both  
LOPROFILE.com and LOPNEWS.com*

Shopping Link	\$250/per month
Web Banner	\$250/per month
News Calendar	\$150/per month

## DIGITAL VISIBILITY

LOPNEWS.com E-Newsletter	\$175/per month \$750 (print and online platforms)
--------------------------	--

## SOCIAL MEDIA

Facebook/Instagram Post	\$50/per post
Instagram Reel	\$50/per post

## VIDEOGRAPHY PRODUCTION

First 30 Seconds	\$150
Each Additional 30 Seconds	\$50
LOP Staff Host <small>*Interview Format, Minimum One Minute</small>	\$100

*Video shared on LOPNEWS.com and Youtube. Additional cost for social media posts as noted.*



Full Page  
9.375" x 12"



1/2 Page H  
8.875" x 5.58"



1/2 Page V  
4.35" x 11.33"



1/3 Page H  
8.875" x 3.67"



1/3 Page V  
2.92" x 11.33"



1/6 Page H  
4.35" x 3.67"



1/6 Page V  
2.92" x 5.58"

Commerce/  
Don't Miss  
2.8402" x  
3.6854"

studio *m*  
Studio M Publishing, LLC  
(573) 365-2288

info@lakeprofile.com • www.loprofile.com • www.lopnews.com

## Digital Packages

DIGITAL • SOCIAL • VIDEO • PRINT • NEWSLETTER  
YOU TUBE • WEBSITE/LINKS • E:BLASTS

*LOP's Objective: Your success...by promoting you, your Business, & your product to qualified consumers from a trusted resource.*

### ***Basic Package - \$300/month***

- *1/6 size print ad, 6 time commitment - 6 specific issues designated*
- **LOP & LOPNEWS Digital Marketing** (Continuous) - Shopping Web Link
- **LOP Social Media Post, 1/Year** - Facebook/Instagram

### ***Standard Package - \$500/month***

- *1/3 size print ad, 6 time commitment - 6 specific issues designated*
- **LOP & LOPNEWS Digital Marketing** (Continuous) - Shopping Web Link
- **LOP Social Media Post, 3/Year** - Facebook/Instagram
- **LOPNEWS Story or Community Watch Business Event Image, 1/Year** – Print and Social Post

### ***Elite Package - \$800/month***

- *1/2 size print ad, 6 time commitment - 6 specific issues designated*
- **LOP & LOPNEWS Digital Marketing** (Continuous) - Shopping Web Link
- **LOP Social Media Post 6/Year** - Facebook/Instagram
- **LOPNEWS Story or Community Watch Business Event Image, 2/Year** – Print and Social Post
- **LOPNEWS produced Video & Social Media Video Post, 1/Year**

### ***Premier Package - \$1000/month***

- *Full page print ad, 6 time commitment - 6 specific issues designated*
- **LOP & LOPNEWS Digital Marketing (Continuous)** - Web Banner Ad; Shopping Web Link
- **LOP Social Media Post 12/Year** - Facebook/Instagram
- **LOPNEWS Story or Community Watch Business Event Image, 3/Year** – Print and Social Post
- **LOPNEWS produced Video & Social Media Video Post, 3/Year**
- **LOP FREE Advertorial Full page Print Ad, 1/Year**
- **LOP EDITORIAL: Choose 1/Year:** Recipe; Behind the Desk Spotlight; Home Feature; Fashion

Complete Promotional Marketing Packages

DIGITAL • SOCIAL • VIDEO • PRINT • NEWSLETTER • YOU TUBE • WEB SITE/LINKS • E-BLASTS

**2026 LOP Media Packages – The Best Value for maximum exposure and consistent presence!**

Package & Display Ad Size	Annual Commitment & Cost Based on 6 editions/year	Shop Web Link Value: \$250/month	Social Media Posts Value: \$50/post	Community Watch LOP News Story Value: \$500/post	:30 Social Media Video Client Provided Value: \$150/post	Web Banner on LOP NEWS Value: \$250/month	1 FREE Full Page Advertorial Value: \$1,250	Editorial: Recipe, Behind the Desk, Home Feature, Fashion Value: \$3000+	TOTAL MARKETING VALUE
<b>Premier</b> Full Page	6 editions \$1000/month	12/yr.	12/yr.	3/yr.	3/yr.	12/yr.	1 edition/yr.	Your choice of 1 feature/yr.	<b>\$24,800</b> Your Cost \$12,000
<b>Elite</b> 1/2 Page	6 editions \$800/month	12/yr.	6/yr.	2/yr.	1/yr.				<b>\$14,050</b> Your Cost \$9,600
<b>Standard</b> 1/3 Page	6 editions \$500/month	12/yr.	3/yr.	1/yr.					<b>\$9,650</b> Your Cost \$6,000
<b>Basic</b> 1/6 Page	6 editions \$300/month	12/yr.	1/yr.						<b>\$6,650</b> Your Cost \$3,600

**Additional Opportunities: Editorial and added value marketing available for Media Package Clients. Contact your LOP Account Executive for Custom Frequency Programs.**

**Why L-O PROFILE Magazine?**

- **Quality Reputation:** Since 2007, L-O PROFILE has been a high-quality publication with a prominent reputation as the Lake's premier magazine.
- **High-Caliber Content:** 6 annual themed editions showcase living, entertainment, fashion, health, beauty, and business at the world-renown Lake of the Ozarks.
- **Established Audience:** 70,000 pass-along readers in an affluent, 30+ target audience, many with multiple boats and 2nd homes, Social Media Audience with Facebook over 6,500 followers and Instagram over 1,700 followers.
- **Strategic Distribution/Broad Reach:** 10,000 copies per edition distributed, 45+ marketing partner locations at the Lake, mailing to 2,200+ members of 5 Chambers of Commerce, plus key markets of St. Louis, Kansas City, Springfield-Branson, Columbia, Jefferson City and Surrounding States.
- **Proven Partnership:** As the Lake Area has grown, so have L-O PROFILE marketing partners! We're dedicated to helping your business succeed as our vibrant community continues to grow.

**Why L-O PROFILE Magazine?**

According to industry research, print advertising in magazines is still highly effective in this digital age, providing:

- **Higher Credibility** - 82% trust print ads for making purchasing decisions.
- **Greater Recall & Action** - 75% remember a brand after viewing a print ad & 62% will take action.
- **Increased Brand Image & Recognition** - high-quality publications elevate brand perceptions & improve brand recognition, especially when placements are consistent!
- **Improved Marketing Performance** - combining magazine advertising with other digital channels increases overall campaign effectiveness

*MARKETING = BUSINESS GROWTH*

THE  
FUTURE OF YOUR BUSINESS  
IS DEPENDENT ON  
COMMUNICATING  
A  
CONSTANT MESSAGE TO  
CONSUMERS.

*LOP'S Mission = The Growth of Your Business*

studio *m*  
Studio M Publishing, LLC  
(573) 365-2288

info@lakeprofile.com • www.loprofile.com • www.loprofile.com

ELITE HOMES & YACHTS PEOPLE FASHION TRAVEL CULTURE

# L•PROFILE

LAKE OF THE OZARKS

**L•OPROFILE** only accepts PDF, JPG, InDesign, Photoshop, and Illustrator files in RGB or CMYK format with a color proof for our printer to use as a guideline when printing the magazine.

All images used in our ads or special advertising sections should be at a resolution of 300 PPI. Images for special advertising sections should be provided at 300 PPI at actual placement size.

PDFs may be provided if they are rendered at print quality. (Use press- or print-quality setting when exporting.)

Send files on a thumb drive, or email with a color proof. You may email your ad to [erica@lakeprofile.com](mailto:erica@lakeprofile.com).

**NOTE:** All .tiff and .eps files should be flattened. Illustrator files should be saved as .eps with images embedded and fonts converted to outline. If fonts are not outlined, we may substitute a font if we do not own your font.

**SPREAD**

Spreads should be provided as facing single pages. See specs for full-page ads.

**ADS VIA E-MAIL**

Upon the approval of your account executive and/or production manager, digital files for ads may be sent via e-mail to [erica@lakeprofile.com](mailto:erica@lakeprofile.com)

**AD SIZES**

	FINAL TRIM	BLEED
Full Page	9.375" x 12" (56p3 x 72p)	9.625" x 12.25"
½ Page Horizontal	8.875" x 5.58" (53p3 x 33p6)	Not needed.
½ Page Vertical	4.35" x 11.33" (26p1.5 x 68p)	Not needed.
⅓ Page Horizontal	8.875" x 3.67" (53p3 x 22p)	Not needed.
⅓ Page Vertical	2.92" x 11.33" (17p6 x 68p)	Not needed.
⅙ Page Horizontal	4.35" x 3.67" (26p1.5 x 22p)	Not needed.
⅙ Page Vertical	2.92" x 5.58" (17p6 x 33p6)	Not needed.

Note: All sizes are width x height. Please include an 1/8" bleed on all sides for full page ads. Be sure to keep text at least 1/4" from edge to allow for trim.

ELITE HOMES & YACHTS PEOPLE FASHION TRAVEL CULTURE

# PROFILE

**LAKE OF THE OZARKS**

**CONTACT INFORMATION**

Company Name: \_\_\_\_\_ Client: \_\_\_\_\_ DD/MM/YR: \_\_\_\_\_  
 Billing Address: \_\_\_\_\_ City, State, Zip: \_\_\_\_\_ Art Due Date: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Email: \_\_\_\_\_ Issue Date: \_\_\_\_\_  
 Physical Address: \_\_\_\_\_ Website: \_\_\_\_\_ LOP Executive: \_\_\_\_\_  
 Agency Contact: \_\_\_\_\_ Phone/Email: \_\_\_\_\_  First Time Advertiser

**BILLING**

Billing Instructions:  
 M/C  Visa  Check  Cash  
 One Time  Monthly  Other \_\_\_\_\_

Cash Amt.: \$ \_\_\_\_\_  
 Production Fee: \$ \_\_\_\_\_  
 Photo Charge: \$ \_\_\_\_\_  
**Total Billing Amount:** \$ \_\_\_\_\_

Non-Profit/In-Kind Trade Amount \_\_\_\_\_

Special Promotion: \_\_\_\_\_

Special Value Amount \_\_\_\_\_

**Total Value Received:** \_\_\_\_\_

**ADVERTISING**

**MEDIA PACKAGE:**  BASIC  STANDARD  ELITE  PREMIER

**PRINT:** Run \_\_\_\_\_ of \_\_\_\_\_ **DIGITAL:** Run \_\_\_\_\_ of \_\_\_\_\_

**AD SIZE:**  Back Cover  Inside Back  Inside Front  
 2-Page Spread  Full Page  Web Banner  
 1/2 Vertical  1/2 Horizontal  Shop Link  
 1/3 Vertical  1/3 Horizontal  Video Promo  
 1/6 Vertical  1/6 Horizontal  2 Page Editorial  
 F Advert./Res. List  1/2 Advert. / Res. List  Special Moment  
 Don't Miss  Great Links  Launch Social Host  
 A List  Product Gallery  Social Post  
 1/2 Estate For Sale  FULL Estate For Sale  Radio Co-Host  
 Editorial Extra \_\_\_\_\_  
 Other \_\_\_\_\_

**PLACEMENT REQUEST:** \_\_\_\_\_

**PRODUCTION: AD / WEB BANNER / SHOP LINK / RESOURCE / A LIST / PRODUCT GALLERY / DM / GL (INFO BELOW)**

**CAMERA READY** (Please provide electronically)  **PICK UP** Issue/Year/Page: \_\_\_\_\_  
 **LOP TO PRODUCE AD** Production Fee: \$200/Full \$150/Half \$100/Third \$75/ 1/6 Ad/Edit File/Comm.  **PHOTO EDITING**

**AD DIRECTION/INSTRUCTIONS:** Please provide high-res logo, photos and information to be used in the ad.

ELITE HOMES & YACHTS PEOPLE FASHION TRAVEL CULTURE

# L•O PROFILE

**LAKE OF THE OZARKS**

You are authorized to reserve the following space for your advertisement in L•O PROFILE magazine and LOPNEWS.com at the indicated cost and subject to conditions and terms as follows. Please read carefully before signing.

DATE \_\_\_\_\_

ADVERTISER \_\_\_\_\_ PHONE \_\_\_\_\_ FAX \_\_\_\_\_

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

CONTACT \_\_\_\_\_ EMAIL \_\_\_\_\_

MEDIA PACKAGE \_\_\_\_\_ BASIC STANDARD PREMIER ELITE

PRINT AD SIZE \_\_\_\_\_ TIMES \_\_\_\_\_

AGENCY CONTACT \_\_\_\_\_ PHONE \_\_\_\_\_ EMAIL \_\_\_\_\_

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

SPECIAL INSTRUCTIONS/PLACEMENT REQUEST \_\_\_\_\_

JAN/FEB \_\_\_\_\_ MAR/APR \_\_\_\_\_ MAY/JUN \_\_\_\_\_ JUL/AUG \_\_\_\_\_ SEPT/OCT \_\_\_\_\_ NOV/DEC \_\_\_\_\_

TOTAL AMOUNT PER INSERTION \$ \_\_\_\_\_

BILLED MONTHLY \$ \_\_\_\_\_

**TERMS**

Invoices are due and payable upon receipt unless otherwise authorized by the account rep and/or publisher. On the day of space reservation, new advertisers may be required to give a 50% down payment. Multiple insertion accounts must be paid in full before subsequent advertisements will be accepted.

All copy is subject to publisher's approval and acceptance. Any copy which resembles editorial matter, in the opinion of the publisher, shall have the word "advertisement" printed on the page. Publisher reserves the right to reject any advertisement. Special placement requests are subject to availability and are fulfilled on a first-come first-serve basis. All advertisements are published for the benefit of the applicable agency and the advertiser, and each is jointly and separately liable for all charges. Advertisers and agencies are solely responsible and assume full liability for all contents and claims of their advertisements. If advertiser/agency does not supply acceptable artwork/film by deadline date, publisher will bill for contracted insertion cost; late ads may be subject to a late placement fee. Publisher shall not be liable for failure to publish or distribute all or any part of the publication because of labor disputes, accident, fire, act of God, or any other circumstances beyond the publisher's control. Further, publisher shall not be liable for damages if for any reason he fails to publish an advertisement.

Advertiser and/or Agency will indemnify and save publisher harmless from and against any loss or expense arising out of publication of advertisements, including without limitation, reasonable attorney's fees resulting from claims or suits based upon the contents or subject matter of such advertisements, including without limitation claims or suits for libel, violation of privacy, plagiarism and copyright infringement.

*Advertisements constructed by Studio M Publishing, LLC will remain the property of the same. Copies can be provided on digital media or as film, at an additional fee and considering all accounts are current and paid in full. Extensive design services available and provided by Studio M Graphics. Publisher is not responsible for supplied advertising materials left unclaimed 30 days after publication date. All advertising created by the publisher or its company are not considered a work made for hire and the publisher retains the copyright to all advertisements created for the advertiser.*

**Due to the timeliness and nature of this publication, this contract is NON-CANCELLABLE 60 days prior to publication date.**

Agreed by \_\_\_\_\_ Date \_\_\_\_\_  
FOR ADVERTISER (TERMS: NET 30 DAYS. 5% PER MONTH ADDED TO PAST DUE ACCOUNTS.)

Agreed by \_\_\_\_\_ Date \_\_\_\_\_  
FOR STUDIO M PUBLISHING, LLC

studio *m*