



MEDIA KIT

Lögberg-Heimskringla

THE ICELANDIC COMMUNITY NEWSPAPER
IN ENGLISH

Published 24 times a year.

Since *L-H* is published on the 1st and 15th of every month, with 12 pages or more every issue, we can cover the Icelandic community in depth — with many seasonal and event-related special features. Written responses from readers show that they read every issue cover-to-cover. Many keep the papers long after the publication date, giving your ad a much stronger impact.

Thousands of regular readers.

Lögberg-Heimskringla has an estimated readership of about 8,000. Reach them all through your ad in *L-H*. The *L-H* website receives an average of 16,000 hits per week.

Free web ads.

Every issue of *L-H* is archived in PDF format on our website, looking exactly like the print edition — those back issues can be read by any subscriber. We also regularly post our special issues for free on our website. Any way you look at it, your print ad becomes a free web ad. For web-only ads that link directly to your website, call for details.

Reasonable rates for an international newspaper.

L-H's subscribers live all across Canada and in many parts of the United States and there is a rapidly-growing subscribership in Iceland.

Does the Icelandic community know about your business?

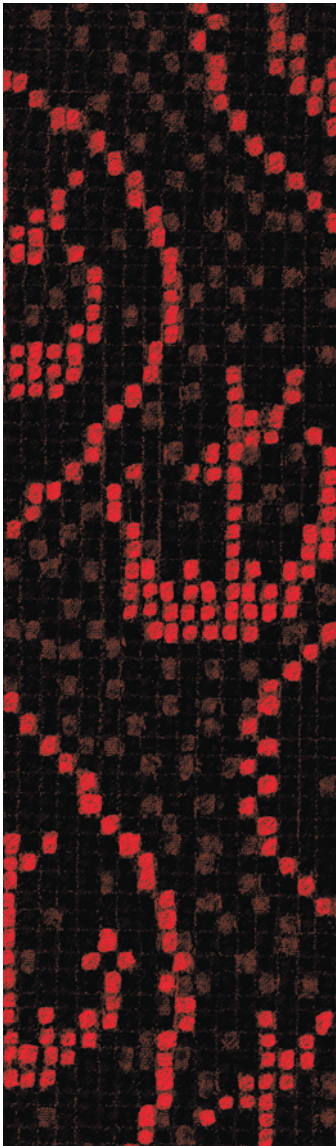
An ad can do much more than just sell your product or service — whether you're a full-blown Icelander or an enthusiast, it shows your support in a culture rich in heritage and tradition.

100 - 283 Portage Avenue, Winnipeg, MB R3B 2B5

Direct line advertising: (204) 927-5643

Toll free: 1-866-564-2374 Ext. 3 | Web: www.lh-inc.ca

Fax: (204) 284-7099 | E-mail: catherine@lh-inc.ca



ABOUT LÖGBERG-HEIMSKRINGLA AND ICELANDIC CULTURE

There are tens of thousands of people of Icelandic descent in North America, most of whom are fascinated with Iceland, her people and her products, both cultural and practical. When they hear about one of these products – anything from an item of clothing or furniture to a new book or an exciting album from a new Icelandic band – they very often want to buy it.

Lögberg-Heimskringla writes about Icelandic people, places and things as well as their North American counterparts. Advertising in our paper gives your business a whole new pool of potential customers – people who are already interested in all things Icelandic, and only need to be told where to buy. If you offer products for sale through the internet, you can tap into this lucrative source of custom. Take advantage of it by advertising in *Lögberg-Heimskringla*.

We have special issues – travel, literature and arts, festivals, Christmas – and cover the numerous festivals and events throughout North America.

RATE CARD

All prices CAD. All rates are net.
We accept Visa, Mastercard or
American Express.

Column Inch Rate:

\$13.50 / inch

CMYK Colour Rate: 40%

Premium Positions: 25%

(Does not apply to front cover)

Minimum \$75.00

Discount Rates:

(prebooked quantities)

6x	12x	24x
10%	15%	20%

PAGE SIZE	SIZE COLUMNS x DEPTH	BLACK & WHITE CAD	COLOUR CAD
1/32	1 x 2	\$27	\$38
1/16	2 x 2	54	76
1/8	2 x 4	108	151
1/6	2 x 6	162	227
1/4	3 x 5.5	216	302
1/3	3 x 6.75	270	378
1/2	5 x 7	473	662
FULL	5 x 14	945	1323

Other dimensions available for each page size and sizes in between as long as within our column inch specifications

Deadlines:

Newspaper publication date 24x/year, 1st and 15th of every month. Booking deadline is Monday 4 pm, approximately 12 days prior to print date. See production schedule. *Cancellation no later than Monday 4 pm.* Supplied electronic ads are required by Tuesday 4 pm. Proof deadline is the Friday prior at 4 pm.

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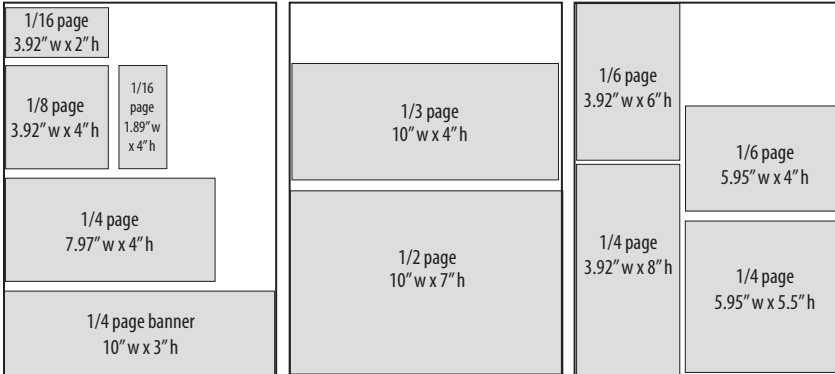
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AD DIMENSIONS



Page size:

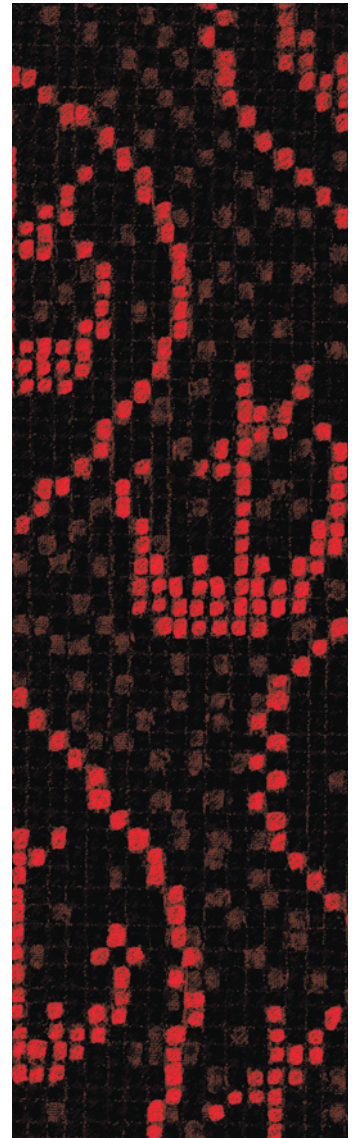
11.0 x 15.5 inches
 5 columns x 215 agate lines
 1.89 inches/column
 1075 agate lines per page
 14 agate lines per inch
 NO BLEEDS

Column width:

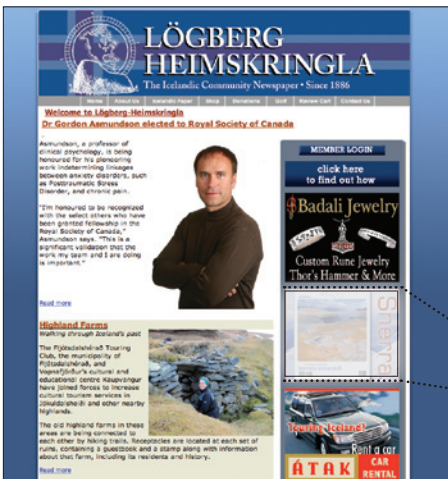
1 column – 1.89"
 2 columns – 3.92"
 3 columns – 5.95"
 4 columns – 7.97"
 5 columns – 10.00"

File Specifications:

PDF, EPS, TIFF
 (min. res of 200dpi).
 All fonts and images must
 be embedded and colour
 files sent as CMYK.



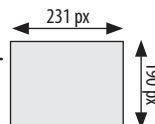
WEB ADS



Web ads:

Advertise your business on
www.lh-inc.ca
 Can be linked directly to your home page.

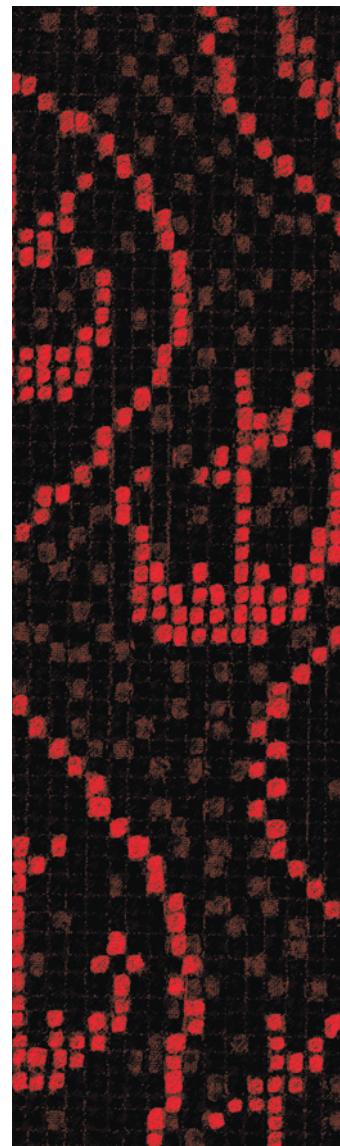
231 x 190 pixels, RGB
 JPEG, GIF, or SWF files accepted.
 Ads may be static or animated.
 Design services available.
 Contact us for details.



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ISSUE DATES AND AD DEADLINES

Issue	Issue Date	Ad Deadline	Special Feature
1	January 1, 2010	December 14, 2009	
2	January 15	January 4, 2010	
3	February 1	January 18	
4	February 15	February 1	
5	March 1	February 16	Travel Issue / Spring - Easter
6	March 15	March 1	
7	April 1	March 22	
8	April 15	April 5	Pre-INL Convention
9	May 1	April 19	
10	May 15	May 3	
11	June 1	May 17	
12	June 15	June 7	Summer Festivals / Iceland's Independence Day
13	July 1	June 21	
14	July 15	July 5	
15	August 1	July 19	Icelandic Festival Issue
16	August 15	August 3	
17	September 1	August 23	
18	September 15	September 7	
19	October 1	September 20	
20	October 15	October 4	Literary Issue
21	November 1	October 18	Remembrance Day, Veteran's Day
22	November 15	November 1	
23	December 1	November 15	Christmas Issue
24	December 15	November 29	
1	January 1, 2011	December 13	Happy New Year



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