

LJMN Media

2025 MEDIA KIT

The Lakeville Journal
lakevillejournal.com

M^{The} MILLERTON NEWS
millertonnews.com



YOUR LOCAL NON-PROFIT MEDIA COMPANY

Serving The Communities of Northwest Connecticut,
Eastern Dutchess County and Southern Berkshires

James H. Clark, CEO/Publisher, publisher@lakevillejournal.com

EST 1897



Your paper is the only paid advertisement that continually works for me year after year. I won't advertise in any other publications as I just don't see any results like I do with you.

JON VON OY

Paramount

Professional Roofing

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LJMN MEDIA

PO Box 1688
Lakeville, CT 06039

860-435-9873

advertising@
lakevillejournal.com

YOUR LOCAL NON-PROFIT MEDIA COMPANY

Not Just Another Newspaper Group

For more than 125 years, readers have relied on The Lakeville Journal and The Millerton News to report on all topics important and relevant to the communities we serve — from government and schools to recreation and the arts and everything in between — to give you full perspective on the realities of life in these towns.

In that time businesses, organizations of all sizes, our local governments, and individuals have relied on advertising options to guarantee their message is seen by thousands of people each week.

Each year, nearly 2,000 groups use our platforms to drive business growth, build brand awareness, increase event attendance, inform the public, promote employment opportunities, remember a loved one, and even reunite families with lost pets.

In addition to our printed newspapers, our digital offerings, including websites and emailed news blasts, better serve our coverage areas and help you, as an advertiser, reach more people.

Now, as a non-profit organization, we are preserving the tradition of grass-roots reporting and also expanding our coverage and digging deeper on all things vital to town life. And that means greater impact for your advertising.

LJMN Media Publications

The Lakeville Journal

The Millerton News

Tri-Corner Real Estate

Compass: Arts, Entertainment, Lifestyle

LakevilleJournal.com

MillertonNews.com

Email Newsletters

Special Sections Throughout the Year

WEEKLY NEWSPAPERS • 24/7 ONLINE

The Lakeville Journal

P.O. Box 1688, Lakeville, CT 06039
64 Route 7 North, Falls Village, CT 06031
860-435-9873 • 800-339-9873

News: editor@lakevillejournal.com

^{The}MILLERTON NEWS

P.O. Box 625, Millerton, NY 12546
860-435-9873 • 800-339-9873

News: editor@millertonnews.com

COMPASS

A guide to dining, movies, music, art, recreation & events in the Tri-State area. Compass runs in both newspapers.

Coverage, Tips: compass@lakevillejournal.com
Events Calendar: calendar@lakevillejournal.com

LakevilleJournal.com MillertonNews.com

The only websites that cover the Tri-State Region with original content on all the area communities.

Digital Editions:
lakevillejournal.com/digital-edition
millertonnews.com/digital-edition

ADVERTISING MANAGERS

Roxanne Lee

Covering the towns of
CONNECTICUT
Lakeville • Salisbury
Sharon • Kent • Cornwall
Goshen • Litchfield
Warren • New Preston
Washington • Danbury
New Milford

MASSACHUSETTS
Sheffield • Egremont
Great Barrington
Lenox • Pittsfield

roxannel@
lakevillejournal.com
860-435-9873 x501

Mary Wilbur

Covering the towns of
CONNECTICUT
North Canaan
Falls Village • Norfolk
Winsted • Torrington
New Hartford

NEW YORK
Millerton • Amenia,
Pine Plains • Millbrook
Wassaic • Dover Plains,
Hillsdale • Ancramdale
Copake • New York City
Dutchess County

maryw@
lakevillejournal.com
860-435-9873 x502

Lyndee Stalter

*Classified Line
Advertising*

classified@
lakevillejournal.com
860-435-9873

CIRCULATION

Connecticut

Cornwall
Falls Village
Goshen
Kent
Lakeville
Norfolk
North Canaan
Salisbury
Sharon
Taconic
South Kent
Litchfield
Torrington
West Cornwall
Winsted

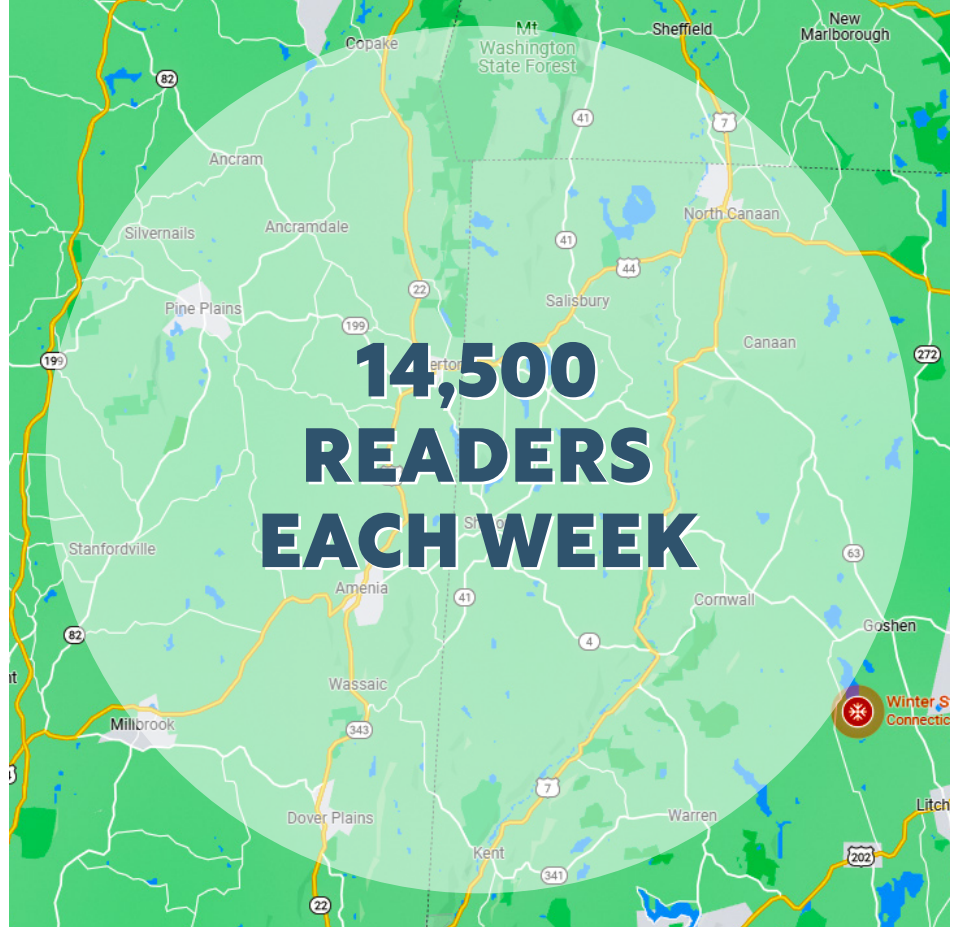
New York

Amenia
Ancramdale
Ancram
Copake
Copake Falls
Millbrook
Millerton
Pine Plains
Wassaic
Dover Plains



Paley's Farm Market has proudly advertised in The Lakeville Journal papers for decades to reach our returning customers, as well as new.

PALEY'S FARM
MARKET



STRONG REGIONAL REACH

More than 100 Newsstand locations give our newspapers — and your advertising — the highest visibility for travelers, part-time residents and newcomers.

Paid circulation for The Lakeville Journal is approximately 3,000 (50% subscriptions, 50% newsstands) and The Millerton News approximately 1,200.

In addition to being inserted into our two weekly newspapers, Tri-Corner Real Estate, Compass, and other special sections are distributed for free at high traffic areas throughout the region.

LakevilleJournal.com and MillertonNews.com are the only news sites in the region that encompasses news and arts & lifestyle coverage from Northwest Connecticut, Eastern Dutchess County *and* Southern Berkshires.

PRINT DISPLAY ADVERTISING

THE LAKEVILLE JOURNAL and THE MILLERTON NEWS

5

Open Rates & Discounts

DEADLINE 4 P.M. FRIDAY

Broadsheet open rate • 2 inch min.

The Lakeville Journal	\$15 col. inch
The Millerton News	\$13 col. inch

Multiple buy ads must be identical

Buy 2 newspapers	\$18 col. inch
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Preferred position

Add 15% to applicable open rate

Full Color

1 newspaper	Add \$4/col. inch
2 newspapers	Add \$9/col. inch

Other Discounts available

Terms 3% if paid in 15 days, Net End-of-month

15% to charitable organizations with IRS 501(c)(3) status
on display ads only (no other discounts will apply)

All political advertisements must be pre-paid and sponsorship identified
15% discount (no other discounts)

Broadsheet, Compass, Specialist

Contract frequency discounts

4 time insertion	5%
8 time insertion	7%
13 time insertion	10%
20 time insertion	13%
26 time insertion	14%
Full year (51 issues)	15%

FULL PAGE
11.5"x21"

HALF PAGE
11.5"x10.5"

QUARTER PAGE
5.65"x10.5"

EIGHTH PAGE
5.65"x5"

Modular Ad Sizes

Listed prices are for black & white ads. Please ask your ad manager for color pricing.

Size	1x insert	4x insert	8x insert	13x insert
Full Page 6 col.(11.5") x 21"				
The Lakeville Journal	\$1,890.00	\$1,795.50	\$1,757.70	\$1,701.00
The Millerton News	\$1,638.00	\$1,556.10	\$1,523.30	\$1,474.20
Both Papers	\$2,268.00	\$2,154.60	\$2,109.24	\$2,641.20
Half Page 6 col.(11.5") x 10.5"				
The Lakeville Journal	\$945.00	\$897.75	\$878.80	\$850.50
The Millerton News	\$819.00	\$778.05	\$761.70	\$737.10
Both Papers	\$1,134.00	\$1,102.50	\$1,054.60	\$1,020.60
Quarter Page 3 col.(5.65") x 10.5"				
The Lakeville Journal	\$472.50	\$448.88	\$439.43	\$425.25
The Millerton News	\$409.50	\$389.03	\$380.84	\$368.55
Both Papers	\$567.00	\$538.65	\$527.30	\$510.30
Eighth Page 3 col.(5.65") x 5"				
The Lakeville Journal	\$225.00	\$213.75	\$209.23	\$207.50
The Millerton News	\$195.00	\$185.25	\$181.35	\$175.50
Both Papers	\$270.00	\$256.50	\$251.10	\$243.00

PRINT DISPLAY ADVERTISING
THE LAKEVILLE JOURNAL
and THE MILLERTON NEWS

Popular Ad Sizes

Listed prices are for black & white ads. Please ask your advertising manager for color pricing.

3 COLUMN X 3"

5.65" w x 3" h

\$135/week The Lakeville Journal

\$117/week The Millerton News

\$162/week 2-Paper Buy

1 COL. X 3"

1.75" w x 3" h

\$45/week
The Lakeville
Journal

\$39/week
The Millerton
News

\$54/week
2-Paper Buy

2 COLUMN X 2"

3.7" w x 2" h

\$60/week The Lakeville Journal

\$52/week The Millerton News

\$72/week 2-Paper Buy

2 COLUMN X 5"

3.7" w x 5" h

\$150/week The Lakeville Journal

\$130/week The Millerton News

\$180/week 2-Paper Buy



I find advertising with The Lakeville Journal to be so easy. My sales rep, Mary Wilbur, has made it a breeze for me. She always knows when I should advertise and which spaces are best, as well as what size or color should be used. I trust her completely with all my advertising needs. She is a pleasure to work with, always wears a smile and truly cares about my business. And Caitlin Hanlon is a miracle worker. I send her photos and she turns my ad into a portrait every time!

DANIELLE STEVENSON
Berkshire Hills Design

PRINT DISPLAY ADVERTISING
COMPASS Arts & Entertainment

COMPASS

The Weekly Arts & Entertainment Section of The Lakeville Journal and The Millerton News

Award-winning arts and entertainment section published every week as part of the newspaper sections in The Lakeville Journal and The Millerton News, as well as on our websites lakevillejournal.com and millertonnews.com.

In June, July, August and December, it is published monthly as a separate tabloid section, inserted into the newspapers and is distributed for free at high-traffic areas throughout the Tri-state region. This is added value for your advertising.

- **Art**
- **Writers**
- **Recitals**
- **Food**
- **Cultural Events**
- **Music**
- **Movies**
- **Books**
- **Dining**
- **Recreation**
- **Designers**
- **Plays**
- **Dance**
- **Entertainment**
- **Family Events**

WEEKLY IN-PAPER RATES

Open rate is
\$17/column inch

CONTRACT FREQUENCY DISCOUNTS

- 4 times: 5%
- 8 times: 7%
- 13 times: 10%
- 20 times: 13%
- 26 times: 14%
- 43 times: 15%

*Does not apply on color charges,
special rates or other discounts.*



**Four times a year,
Compass is a special section
6/12 • 7/10 • 8/7 • 12/11**

MONTHLY TABLOID RATES

BLACK & WHITE ADS

1/8 page (5"x2.65" or 2.45"x5.5")	\$105
1/4 page (5"x5.5")	\$175
1/2 page (10.375"x5.5")	\$315
1/2 page Vertical (5"x11")	\$315
Full Page (10.375"x11")	\$575

FULL COLOR ADS

1/8 page (5"x2.65" or 2.45"x5.5")	\$189
1/4 page (5"x5.5")	\$339
1/2 page (10.375"x5.5")	\$499
1/2 page Vertical (5"x11")	\$499
Full Page (10.375"x11")	\$749

FREQUENCY DISCOUNTS

2 times: 5% • 4 times: 10%



PRINT ADVERTISING SPECIALIST • INSERTS CLASSIFIED & REAL ESTATE ADS

The Specialist Directory

When people have a project that needs to be completed correctly, they seek out a specialist — someone with expertise. When they need to find a specialist, they turn to the Specialist Directory in The Lakeville Journal and The Millerton News.

Categories include

Antique Restoration • Appliances • Auto Services
Blinds • Cleaning • Computer Services
Floor Refinishing • Gardening
General Maintenance • Heating and A/C
Landscaping • Overhead Door Service
Painting • Plumbing • Remodeling and Building
Rentals • Storage • Tree Service
Well Drilling • Window Treatments
and everything in between

Ads Appear in Both Papers and Online
OPEN RATE \$15.00/col. inch

Size	B&W	Color
2 cols. wide: 2.75"		
2 cols. x 1" h	\$30	\$45
2 cols. x 2" h	\$60	\$90
2 cols. x 3" h	\$90	\$135
2 cols. x 4" h	\$120	\$180
2 cols. x 5" h	\$150	\$225

**Frequency discounts apply*

**Ask your ad manager about other sizes*



While I had not done much to advertise previously, I decided to get the word out about my business by advertising in The Lakeville Journal and The Millerton News Specialist Directory and have already had 3 calls for new jobs! The ad has more than paid for itself and I will continue to advertise. It's worth every penny.

BRENDEN LEE
Air Tight Insulators LLC

Classified, Real Estate

Display Ads Appear in Both Papers and Online
OPEN RATE (2" minimum) \$15.00/col. inch

Classified Line Ads

Deadline Monday at Noon

Line ads appear in both papers and online.

classified@lakevillejournal.com

OPEN RATE (15 words) \$15.00
Additional words 50¢ each

FREQUENCY DISCOUNTS

4 time insertion
(no changes, no refunds) 10% off
13 time insertion 15% off
Add a Bold Border \$5/week (after discount)
Add a Photo \$10/week (after discount)

*All classified line ads must be prepaid
by cash, check, or credit card.*

Legal Notices

legals@lakevillejournal.com \$1.75/line

Inserts

Inserting your single or multi-page flyer, poster, or info sheet is a great way to reach our audience.

- Promote an upcoming art show or event
- Grocery store flyers and special offers for the week
- Restaurant Menus
- Pharmacy promotions
- Sales/Special promotions

Single Page \$60.00 per 1000
4-8 pages \$65.00 per 1000
9-12 pages \$70.00 per 1000
More than 12 pages Contact us for a quote

Deadline for booking

Friday at 4pm a week before insertion
Call 860-435-9873 for insertion information
4,200 copies needed for a full run insertion in both papers

Shipping to arrive by Monday of insertion week New England Newspapers

75 South Church Street, Pittsfield, MA 01201
Telephone: 413-447-7311 • Fax: 413-499-3419
Loading Dock Hours: Mon.-Fri., 7 a.m. to 3 p.m.

PRINT ADVERTISING BROADSHEET FRONT PAGE

Front Page Advertising in The Lakeville Journal and The Millerton News

The Banner Advertising on the Front Pages of The Lakeville Journal and The Millerton News are some of the best viewed ads around.

Circulation & Readership

Nearly 4,000 copies of our newspapers go out each week, through paid mailed subscriptions and single copy sales that cover the entire region. Industry surveys indicate each copy is read by an average of 2.5 persons, giving us a potential weekly print readership of 10,000. And since our readers purchase our newspapers, it is a given that they want them and read them.



It's Everywhere.

More than 100 newsstand and vending machine locations give our newspapers – and your advertising – the highest visibility for travelers, part-time residents and newcomers.

Full Color Ads!

Size

6 columns (11.5 in.) wide x 3 in. high

Prices

The Lakeville Journal & The Millerton News

\$635 weekly

Special Offer: Book 4 weeks at \$525 per week

The Lakeville Journal Only The Millerton News Only

\$485 weekly

\$425 weekly

Frequency discounts available.

Contact your advertising manager today!

roxannel@lakevillejournal.com | maryw@lakevillejournal.com

DISPLAY ADVERTISING

TRI-CORNER REAL ESTATE



Published Monthly

Distribution is in our two newspapers
plus free drops which cover our Tri-State area,
plus a distribution to the lobbies of select luxury apartment
buildings in New York City. Readership is about **12,000**
for this special tabloid section.

*And, your ad will appear
throughout the month on our websites*
lakevillejournal.com and millertonnews.com

2025 Publication Dates and Deadlines

ISSUE	DEADLINE	PUB. DATE
February	1/10/25	1/23/25
March	2/14/25	2/27/25
April	3/14/25	3/27/25
May	4/11/25	4/24/25
June	5/16/25	5/29/25
July	6/13/25	6/26/25
August	7/18/25	7/31/25
September	8/15/25	8/28/25
October	9/12/25	9/25/25
November	10/17/25	10/30/25
December	11/07/25	11/20/25
January	12/05/25	12/18/25

Contact your advertising account manager today!

1-800-339-9873

Roxanne
roxannel@lakevillejournal.com

Mary
maryw@lakevillejournal.com

Advertising Rates/Sizes

Full Page (10.375" w x 11" h): \$440*
Half Page (10.375" w x 5.5" h): \$295
Quarter Page (5" w x 5.5" h): \$220
Cover (10.375" w x 5.5" h): \$400

Full Color add: \$199

Frequency Discounts

3x: 5% • 6x: 7% • 12x: 10%

*2 or more full pages
in the same issue: \$375/page

**Full Color
Available**

Covers Tri-State Region Towns in Connecticut, New York and Massachusetts

Lakeville, Salisbury, Sharon, Canaan, Kent, Cornwall, Falls Village, Sheffield, Egremont,
Great Barrington, Winsted, Torrington, New Hartford, New York City, Norfolk, Goshen,
Millerton, Amenia, Wassauc, Dover Plains, Pine Plains, Millbrook, Hillsdale, Copake

Website Advertising at LakevilleJournal.com & MillertonNews.com

LakevilleJournal.com and MillertonNews.com are the only news sites in the region that encompasses the News, coverage of the Arts, Classifieds, Obituaries, and more from Northwest Connecticut, Eastern Dutchess County in New York, and Southern Massachusetts.

Unit	Sizes	1 Website Cost/mo.	2 Websites Cost/mo.
Sticky Banner		\$699	\$799
	Desktop 970 x 90px		
	Mobile 320 x 50px		
Top Leaderboard		\$519	\$649
	Desktop 970 x 90px		
	Mobile 320 x 50px		
Middle		\$350	\$479
	Desktop 728 x 90px		
	Mobile 300 x 250px		
Content		\$519	\$649
	Desktop 300 x 250px		
	Mobile 300 x 250px		
Sidebar 1		\$369	\$499
	Desktop 300 x 250px		
	Mobile N/A		
Sidebar 2		\$99	\$175
	Desktop 300 x 250px		
	Mobile N/A		
Infinite Banner		\$219	\$299
	Desktop 728 x 90px		
	Mobile 336 x 1280px		

Print and digital packages available

Weekly Eblasts

In addition to the weekly papers, we offer various opt-in Eblasts that provide a range of advertising opportunities. Each email blast receives an average unique open rate of 50% to 70%, and many are referred to multiple times throughout the week, meaning Eblast advertising is sure to attract interest. Speak with an advertising account manager to learn more about package options.

This Week's News

Top stories from The Lakeville Journal and The Millerton News.

Published weekly on Wednesday afternoon.

Three advertising opportunities:

Top: \$160 (300 x 250px), **Middle: \$120** (300 x 120px),
Bottom: \$59 (300 x 250px)

Compass Arts, Entertainment & Lifestyle

Highlights the best in our area's rich cultural and entertainment scene.

Published weekly on Friday morning.

Three advertising opportunities:

Top: \$125 (250 x 225px), **Middle: \$90** (250 x 225px),
Bottom: \$49 (250 x 225px)

What To Do

A curated, unique view of special activities in the region, authored by Natalia Zukerman.

Published weekly on Thursday morning

Three advertising opportunities:

Featured Listing: \$160 (Image: Approx. 250 x 425px)
Display Ad: \$120 (300 x 250px)
Sponsored Listing: \$40 (Image: 175 x 150px)

Tri-Corner Real Estate

Real estate-related news and featured properties in the region.

Published twice a month on Tuesday mid-day.

Four advertising opportunities:

Featured Property: \$180
Upper Display Ad: \$120 (250 x 220px)
Lower Display Ad: \$80 (250 x 220px)
Property Listing: \$50

DISPLAY ADVERTISING AD COLUMN SIZES

Main Section of the Papers

Main Body	
Columns	Width
1 col.	1.75"
2 col.	3.7"
3 col.	5.65"
4 col.	7.6"
5 col.	9.5"
6 col.	11.5"

Classifieds Display	
Columns	Width
1 col.	1.5"
2 col.	3.15"
3 col.	4.8"
4 col.	6.5"
5 col.	8.15"
6 col.	9.8"
7 col.	11.5"

Main Body Modular Size	
1/8 page	5.65" w x 5" h
1/4 page	5.65" x 10.5"
1/2 page horizontal	11.5" x 10.5"
1/2 page vertical	5.65" x 21"
Full page	11.5" x 21"

Specialist Directory Width	
All ads	2.75"



The Lakeville Journal has always been my go to for advertising in Litchfield County and environs. It is so well suited to the residents and newcomers coming into our area ... listing all events, local news and superbly written editorials. Having been here for over 18 years, I am happy to advertise consistently with The Lakeville Journal that we are so very fortunate to have in our region. The reviews and publicity Argazzi Art has received during these years in a small town is beyond what one could ask for, particularly a small business such as Argazzi.

ARGAZZI ART

Special Sections

Special Tabloid Modular Size	
1/8 page vertical	2.45" x 5.5"
1/8 page horizontal	5" x 2.65"
1/4 page	5" x 5.5"
1/2 page horizontal	10.375" x 5.5"
1/2 page vertical	5" x 11"
Full page	10.375" x 11"

Tri-Corner Real Estate Modular Size	
1/4 page	5" x 5.5"
1/2 page horizontal	10.375" x 5.5"
1/2 page vertical	5" x 11"
Full page	10.375" x 11"

Special Booklet Modular Size	
1/4 page	3.628" x 4.875"
1/2 page horizontal	7.5" x 4.875"
1/2 page vertical	3.628" x 10"
Full page	7.5" x 10"

DISPLAY ADVERTISING SPECIAL OPPORTUNITIES

Special Sections

Complement your message in special editorial environments with longer shelf life. Two booklets, "Dining Guide," and "Local Matters," and two tabloid Special Sections, "Towns & Villages," and "Holiday Gift Guide," highlight various elements of our core coverage and our region's unique cultural, entertainment, and shopping offerings. Inquire for rates.

Spotlights

Small Business Spotlight & Nonprofit Spotlight

Monthly features showcasing the small businesses and nonprofits that drive our economy. Each month at least 6 small businesses and at least 6 local nonprofits have the opportunity to be highlighted in these 1/4 page, full color ads.

Spotlight Sizes	
Single	2.8" x 2.8"
Double horizontal	5.6" x 2.8"
Double vertical	2.8" x 5.6"

The Lakeville Journal & The Millerton News

Small Business: Single: \$165/week | Double: \$300/week

Nonprofit: Single: \$150/week | Double: \$300/week

In Memoriams

Remember loved ones with a published piece in the paper — a way to celebrate birthdays, anniversaries or honor the memory of those who have passed.

The Lakeville Journal or The Millerton News

Price: \$10/col. inch

Worship Box

A weekly feature that lists service times and other information regarding local places of worship.

The Lakeville Journal & The Millerton News

Price: \$12/week

Good Mechanic

A weekly feature that highlights ASE Certified mechanics ready to help with auto service, repair and everything in between.

The Lakeville Journal & The Millerton News

Size: 2.825" x 2"

Price: \$35/week



We began advertising regularly in The Specialist Directory and Tri-Corner Real Estate in 2023. Our ads have brought us significant new business from Lakeville Journal and Millerton News readers.

DAN HALL
DJ Hall Roofing

LJMN MEDIA

CALENDAR OF PUBLICATIONS

BANNERS

2024 Banners inside broadsheet sections.

COMPASS A&E

Compass as a separate tabloid section publishes once a month in June, July, August, December. Inside broadsheet all other weeks.

SMALL BUSINESS SPOTLIGHT

Last week of each month, inside broadsheet.

SPECIAL SECTIONS

Two booklets highlighting the region, 'Dining Guide' and 'Local Matters', and 'Towns and Villages' and 'Holiday Gift Guide', printed as tabloids.

TRICORNER REAL ESTATE

TriCorner Real Estate tabloid prints once a month. Real estate ads run in classified section every week.

JANUARY

- JAN. 23** TriCorner Real Estate
JAN. 30 Milestones In Business
 SWSA program also publishes

FEBRUARY

- FEB. 6** Romance
FEB. 20 FFA Week (Feb. 15-22)*
FEB. 27 TriCorner Real Estate

MARCH

- MARCH 6** Wellness/Camps*
MARCH 27 Contractors, Spring Cleanup*
MARCH 27 TriCorner Real Estate

APRIL

- APRIL 10 & 17** Easter ads (x2 with 10% discount)
 including churches and restaurants
APRIL 17 Dining Guide
 booklet, separate section
APRIL 24 TriCorner Real Estate

MAY

- MAY 1** Mother's Day
MAY 22 Towns and Villages
 tabloid, separate section
MAY 29 TriCorner Real Estate

JUNE

- JUNE 5** Garden & Landscape*
JUNE 12 Graduations
 Also June 19, 26; depending on grad. dates
JUNE 12 Compass tabloid
JUNE 26 TriCorner Real Estate

JULY

- JULY 10** Compass tabloid
JULY 10 Canaan/Railroad Days*
 Railroad Days TBD, Schedule to run
 with supporting ads.
JULY 31 TriCorner Real Estate

AUGUST

- AUG. 7** Great Barrington
AUG. 7 Compass tabloid
AUG. 28 TriCorner Real Estate

SEPTEMBER

- SEPT. 11** Automotive*
SEPT. 18 Fall Cleanup
SEPT. 25 TriCorner Real Estate

OCTOBER

- OCT. 2** Local Matters
 booklet, separate section
OCT. 9 Salisbury Fall Festival*
 Schedule to run with supporting ads.
OCT. 30 TriCorner Real Estate

NOVEMBER

- NOV. 6 & 13** Thanksgiving* (x2 with 10% discount)
NOV. 20 TriCorner Real Estate
NOV. 27 Holiday Gift Guide
 tabloid, separate section

DECEMBER

- DEC. 11** Compass tabloid
DEC. 11 Holiday Shopping*
DEC. 18 TriCorner Real Estate

LJMN MEDIA SPECIAL DEADLINES

COMPASS A&E

JUNE

MAY 29 Advertising Deadline
JUNE 12 Compass Published

JULY

JUNE 26 Advertising Deadline
JULY 10 Compass Published

AUGUST

JULY 24 Advertising Deadline
AUG. 7 Compass Published

DECEMBER

NOV. 26 Advertising Deadline
DEC. 11 Compass Published

SPECIAL SECTIONS

APRIL *Dining Guide*

MARCH 27 Advertising Deadline
APRIL 17 Dining Guide
booklet, separate section

MAY *Towns and Villages*

MAY 1 Advertising Deadline
MAY 22 Towns and Villages
tabloid, separate section

OCTOBER *Local Matters*

SEPT. 11 Advertising Deadline
OCT. 2 Local Matters
booklet, separate section

NOVEMBER *Holiday Gift Guide*

NOV. 6 Advertising Deadline
NOV. 27 Holiday Gift Guide
tabloid, separate section

TRI-CORNER R. E.

JANUARY *February Issue*

JAN. 10 Advertising Deadline
JAN. 23 TriCorner Real Estate Published

FEBRUARY *March Issue*

FEB. 14 Advertising Deadline
FEB. 27 TriCorner Real Estate Published

MARCH *April Issue*

MARCH 14 Advertising Deadline
MARCH 27 TriCorner Real Estate Published

APRIL *May Issue*

APRIL 11 Advertising Deadline
APRIL 24 TriCorner Real Estate Published

MAY *June Issue*

MAY 16 Advertising Deadline
MAY 29 TriCorner Real Estate Published

JUNE *July Issue*

JUNE 13 Advertising Deadline
JUNE 26 TriCorner Real Estate Published

JULY *August Issue*

JULY 18 Advertising Deadline
JULY 31 TriCorner Real Estate Published

AUGUST *September Issue*

AUG. 15 Advertising Deadline
AUG. 28 TriCorner Real Estate Published

SEPTEMBER *October Issue*

SEPT. 12 Advertising Deadline
SEPT. 25 TriCorner Real Estate Published

OCTOBER *November Issue*

OCT. 17 Advertising Deadline
OCT. 30 TriCorner Real Estate Published

NOVEMBER *December Issue*

NOV. 7 Advertising Deadline
NOV. 20 TriCorner Real Estate Published

DECEMBER *January 2023 Issue*

DEC. 5 Advertising Deadline
DEC. 18 TriCorner Real Estate Published

The Lakeville Journal
lakevillejournal.com

The MILLERTON NEWS
millertonnews.com

For more information,
email advertising@lakevillejournal.com
or call 860-435-9873

LJMN MEDIA

ADVERTISING POLICIES

Advertising Policies

Publisher reserves the right to refuse or cancel any advertisement at any time for any reason.

No ads will be accepted after deadline. Cancellation of ads after deadline will be charged at 50% of cost.

Accounts not paid within terms of invoice are considered past due and are subject to a 1.5% per month service charge. First-time advertisers must pre-pay until credit is approved.

Rate changes subject to 30 days notice. Frequency agreements require insertion of minimum space at least once every edition during the period. Those not fulfilling their contract commitment will be short rated to the nearest earned rate.

LJMN Media shall not be liable for errors or omissions in, or failure to insert, any advertisement beyond the cost of actual space occupied. At publisher's discretion a credit for future advertising will be issued **ONLY** up to the value of the advertisement on first insertion date in which the error appeared.

The Lakeville Journal and The Millerton News review advertisements to ensure an appropriate fit within a community publication. We strive to maintain high standards in both news and advertising, and as part of our mission we remain committed to seeking truth, and respect for all members of our communities.

Therefore, in general, advertisements in the following categories are unacceptable:

- Misleading, inaccurate, incendiary, or fraudulent content.
- Inappropriate content or language, or ads that may be gratuitously offensive on religious, racial or ethnic grounds.
- Ads that advance conspiracy theories, or lead to faux or scam websites.
- Ads without sponsors name (blind ads).
- Tobacco ads.
- Advertisements that discriminate on the grounds of race, religion, sex, age, etc.

Advertisements which simulate editorial style must carry the word "ADVERTISEMENT" in clear and legible type. The Lakeville Journal and The Millerton News retain the right to decline any advertisement offered to us.

Readers are invited to inform the publisher that an advertiser has not fulfilled its promise and the publisher will investigate such complaints.

Deadlines

WEEKLY DISPLAY ADVERTISING

Friday at 4 p.m.
except early deadlines around holidays

WEEKLY CLASSIFIED ADVERTISING

Display ads Friday at 4 p.m.
Line ads Monday at 12 p.m.

SPECIAL SECTIONS, INCLUDING TRI-CORNER REAL ESTATE
See page 15

LJMN MEDIA

SAMPLE OF PUBLICATIONS

COMPASS
Your Guide to Tri-State Events
June 13, 2024

The Lakeville Journal
Delighted to be out and about, together, with a respite from the rain

Take no chances when the river is at flood stage

What to do as the gypsy moths lay their eggs

Diana Vaughn Blouffe

The Lakeville Journal
Delighted to be out and about, together, with a respite from the rain

Police reform plan adopted by county

Health disparities in communities in color

Founder of Millerton's Music Cellar asks for help to keep the beat alive

Columbia County Sheriff's Office Feedback given on Police Reform and Modernization Plan at public hearing

Sublimity approves traffic detector for Route 55C at road

Dining with Belden at the Woodland

Trending

Compass: Arts, Entertainment & Lifestyle

A new season and a new director at The Sharon Playhouse

Local historical societies

Regional News

Sports

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Towns & Villages
MAY 2025

CONNECTICUT
Canaan, Goshen, Kent, North Canaan, Northford, Shelton, Shrewsbury, Warren

NEW YORK
Amherst, Canaan, Pine Plains, Westfield, Westport, Millbrook, North East

MASSACHUSETTS
Great Barrington

LOCAL HISTORICAL SOCIETIES

THE SUMMER DAY TRIP

Tragically, history helps us understand how people lived, worked, struggled, and celebrated in the very same space we now call home.

Nathalie Johnson, Editor

Local DINING GUIDE
Restaurants, cafes, shops & more

APRIL 2025

Local Dining Guide

The Lakeville Journal
Delighted to be out and about, together, with a respite from the rain

Worst fire Millerton has seen in years claims two lives; local community offers comfort and support

North East Fire District reduces tax increase to 51.8%

Election brings some changes, rejects others

Urging Nuvance to look at increase in young families in region

Van De Water pulls out of race for Congress

New redistricting law challenged in court

A mother's concerns for her child's first day in school, in-person, ever

Finding ways to keep trauma at bay

How cancer survivor David

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holiday GIFT GUIDE
NOVEMBER 2024

It's giving season!

From a limited budget to full luxury, the best holiday shopping is local.

Local Dining Guide

LJMN Media

The Lakeville Journal *lakevillejournal.com* **M^{The}ILLERTON NEWS** *millertonnews.com*

YOUR LOCAL NON-PROFIT MEDIA COMPANY

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860-435-9873 • advertising@lakevillejournal.com

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