2020 Landings Journal Ad Specifications

Photo By Patty Frothingham
The Landings Journal

The Landings Journal is a monthly newspaper published by The Landings Association, the administrative body and homeowners association. This publication is distributed to each of our property owners, currently totaling more than 8,500 residents.

Top Reasons to Advertise in The Landings Journal:

- The 2019 Resident Survey conducted by The Salazar Group indicated that The Landings Journal communication service continues to receive a high satisfaction level rating.
- The Landings Journal’s readership is composed of the region’s most affluent zip code -- 31411. The Urban Land Institute named The Landings “one of the nation’s best residential communities”.
- The Landings community is a diverse range of residents, from young professional families to affluent retirees.
- The Landings has the wealthiest residents per capita in the region.
- The Landings Journal is a comprehensive source of information, dealing with newsworthy issues pertinent to all residents. It is the publication of record for The Landings Association.
- The Landings Journal is a full color, high quality, periodical with generous color advertising spaces at a very competitive price.
- A large majority of our advertisers are on a yearly commitment contract to ensure their space availability. These same advertisers report immediate responses and sales inquiries.

About The Landings:

Welcome to our little corner of paradise! Perhaps it’s the beauty of the island that inspires the distinctive spirit that defines The Landings. Then again, perhaps that spirit is the result of uncommon people sharing a common love for the best that life offers.

The Landings on Skidaway Island - a premier gated community just 12 miles from historic Savannah - is a remarkable community of people who pursue their interests with passion. Regardless of what stirs your heart, The Landings offers an opportunity for anyone, and everyone, to experience their joys completely.

The community’s 4,500 coastal acres are criss-crossed by more than 30 miles of walking and biking trails, six championship golf courses, two deep-water marinas, a world-class tennis center, four clubhouses, a state-of-the-art fitness center, extraordinary social and dining options, and more than 80 social clubs. Beauty, hospitality, and a multitude of amenities are what you’ll find at The Landings on Skidaway Island.

Recognized by Urban Land Institute as “One of the nation’s best residential communities” and ranked as one of the “Fabulous 50 Communities in the South” by Live South Magazine, a “Top-100 Master-Planned Community” by Where to Retire Magazine and selected by Links Magazine as a “Premier Golf Property”, The Landings is one of the most distinguished communities in the country.
The Landings Journal Advertising Policy

The Landings Association publishes The Landings Journal monthly. The publication of record for The Landings, this 32-page tabloid-sized newspaper is distributed to each of our property owners (currently totaling more than 8,500 residents).

Businesses and individuals may place appropriate advertising in any of these publications subject to space constraints and the advertising policy set by The Landings Association. Advertisers are encouraged to review thoroughly this policy.

General Rules:
1. Placement of an advertisement in The Landings Journal does not imply an endorsement by The Landings Association or its members. Advertisers may not make any statements that would imply such an endorsement.
2. The Landings Journal reserves the right to reject or cancel any advertisement at any time for any reason by refunding the pro-rata portion of any fees paid for advertisements that are cancelled. Reasons for rejection include but are not limited to, inappropriate, false, misleading, defamatory, or deceptive content, and accounts that are in arrears. Additionally, ads must not infringe upon the property, privacy, publicity, copyright, or other legal rights of any person or entity.
3. The Landings Journal is not liable for the damages resulting from the omission of any portion of an insertion beyond the value paid by the advertiser for the space occupied by the advertisement. The Landings Association will refund the advertising fee for any ad inadvertently omitted from a publication or run it in a future edition of the advertiser’s choice.
4. The Landings Journal is not responsible for errors in advertising content. Advertisers solely are responsible for the content of their ads.

Payment and Layout:
1. All display and classified ads must be prepaid in advance of publication in The Landings Journal.
2. The Landings Journal does not offer special rates under any circumstances. The current rates cannot be modified during the year, as these fees are set annually by The Landings Association’s Board of Directors.
3. All payments and advertisement layouts must be submitted by the 15th of the month before the release of the publication for which it is scheduled (e.g., submissions for the May Journal must be received by April 15). Advertisers are required to use the advertising portal on The Landings Association’s website (www.landings.org) to submit and pay for their ads. Advertisers will be required to sign off on this ad policy upon accessing the portal. If you have problems using the portal or wish to schedule an appointment with a Landings Journal team member to walk you through scheduling and paying for your ads, please call (598-5539) at least one week before the deadline for the edition you want your ad to appear.
4. Landings Journal ads must be submitted in camera-ready PDF format and comply with the specifications outlined in The Landings Journal Advertising Packet. An ad build fee of $75 will be added to the ad price outlined in the packet if your ad is designed by a Landings Journal team member. If after three passes your ad requires additional changes, an additional $75 will be added and continue to accumulate every three passes the ad is not finalized.
5. The Landings Journal is unable to accommodate placement requests, except for those specifically offered and purchased (e.g., back page location).
Display Ad Rates and Structure:

1/16 Page (A-5)
1 Insertion $175
3 or More $157.50

1/8 Page (C-F)
1 Insertion $225
3 or More $202.50

1/4 Page (G-I)
1 Insertion $250
3 or More $225

1/2 Page (J-K)
1 Insertion $325
3 or More $292.50

Full Page (L)
1 Insertion $500
3 or More $450

Back Full Page
1 Insertion $625
3 or More $562.50

Ads may be submitted in color for no additional charge. Please refer to art specifications on the following page. All display and classified advertisements must be prepaid for insertion.

Classified Ads are $50 for Non-Residents and $40 for Residents.
Display Artwork Specifications

ACCEPTABLE FORMATS

PDF SUBMISSION - PC OR MAC: Landings Journal ads must be submitted in camera-ready PDF format.

Photoshop CC, and Adobe Illustrator CS6.
Ads may be built in either CMYK or one spot color and black. Spot colors must be either blue, red, or green. If you are supplying a camera-ready ad intended for spot colors, then it must be built in a single spot color (one spot color on page) and black ONLY. If process and spot colors are used in the same ad, the ad may be printed in black and white.
Please remember to convert RGB graphics to CMYK.

IMAGES:
All images supplied must be 300dpi and must be CMYK. All vector images must be saved as EPS files. All fonts must be changed to paths. Please make ads exactly to size. No crop marks needed.

TRIM SIZE AND BLEEDS:
All ads must be built to the trim size specified for your ad. No bleeds are available for this publication.

The Landings Journal is not liable for loss of color or quality from file conversions. We are unable to manipulate or accept ads built in RGB, Lab, Pantone PMS, or any files built in Publisher or Word. Please contact us for additional inquiries or assistance: (912-598-5539 or lynn@landings.org).

INSERTION DEADLINE:
All display or classified advertisements must be received on the 15th of the month for the following month's publication.
Classified Ad Specifications

Please visit The Landings Journal Classified Ad portal online (www.landings.org/landings-journal-classified-ad) to submit your ad. Make certain you limit your submission to 150 words or less. The current cost for Classified ads is $50 for non-residents and $40 for residents.

For questions or more information, please email Communications Manager Lynn Lewis (lynnl@landings.org).

Mama and Papa Osprey by Piper Hawes
Submitting Your Ad Online

In keeping with The Landings Association’s goals of continuous improvement and to streamline the ad submission process, we are excited to announce our full-service ad portal available on our website (www.landings.org).

All ad submissions and payments (classified and display) must be submitted online prior to the deadline for inclusion in the following month’s Landings Journal. Our deadline dates are the 15th of the month for the following month’s publication. Remember, deadlines are pushed up by a week during the holiday season (November through January).

To use the display ad portal, visit www.landings.org/landings-journal-display-ad. To use the classifieds portal, visit www.landings.org/landings-journal-classified-ad.

With the display portal, you can pay and upload up to six months of ads if your files do not exceed 20 MB. Should you need to revise or update a creative after reserving and paying on the portal, please email the ad to lynnl@landings.org before the deadline date. If your ad is not received by the deadline date, your submission request will be moved to the next available edition of The Landings Journal.

As always, we are here to answer any Landings Journal or billing questions you may have. For questions directly related to advertising in The Landings Journal, please email Communications Manager Lynn Lewis (lynnl@landings.org) for Landings Journal billing questions, please email Accounts Receivable Assistant Debbie Waterlander (debbiew@landings.org). Thank you for allowing us to serve your advertising needs!