



**lido isle
community
association**

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LIDO ISLANDER Information Sheet

The *Lido Islander* is Lido Isle's very own monthly newspaper, and is an excellent way to cost-effectively reach the highly exclusive audience of Lido Isle homeowners with your advertising message. First published in 1954, the *Lido Islander* reports on island news, activities and Lido Isle Community Association business. The tabloid-sized *Lido Islander* is a big and bold vehicle for your ad, reaching over 850 households every month in the upscale Lido Isle community.

Lido Islander Editions

The *Lido Islander* is published in two editions:

- The **print edition**, printed tabloid size, in black-and-white on glossy stock, distributed by mail to Lido Isle households and homeowners.
- The **online edition**, which is distributed in color via e-mail/PDF file to Lido Isle homeowners who have opted to receive their *Lido Islander* in this environmentally friendly manner.

Closing and Publishing Dates

The *Lido Islander* is published **on or about the first of every month**. The online edition is generally available via e-mail download link on the first of each month (or, if the first falls on a weekend, the first business day following it); the print edition is mailed via USPS Third Class Mail and may take as long as 10-14 days to arrive in residents' mailboxes.

The deadline to reserve space and to submit advertising materials is the 12th of the month preceding the issue of insertion (e.g., May 12 for the June issue). This deadline is the same for both the print and online editions. Short advertising material extensions may be granted in exceptional cases as long as an insertion order is received by the closing date, but they are not guaranteed and are generally discouraged.

Advertising

Paid advertising is accepted from qualified advertisers among the public at large who meet *Lido Islander*/LICA advertising guidelines. Ads can run in **COLOR** in the online edition at no additional charge to advertisers if color materials are provided along with black-and-white materials. Ads must conform to specified units and sizes, and prepaid discounts are available. The *Lido Islander* Advertising Information Sheet (which includes policies, rates and ad sizes) and Advertising Insertion Order Form (which includes materials requirements) provide more information on advertising in the *Lido Islander*.

If you have any questions or information needs regarding advertising in the *Lido Islander*, contact Cherie Champion, *Lido Islander* Staff Coordinator, at cchampion@lidoisle.org, or call her at (949) 673-6170. To reserve your ad space, please fax a completed Advertising Insertion Order to Cherie at (949) 673-6827.



PUBLISHED BY THE LIDO ISLE COMMUNITY ASSOCIATION MARCH 2010

Annual LIYC Electric Boat Holiday Lights Cruise: Rated ★★★★★½



Lido's own Sandy Bottom Blues Band.

The *Lido Islander's* mystery Entertainment Editor declared the annual LIYC Commodore's Electric Boat holiday cruise around the bay to be a rockin' success. "The Blues Christmas Cruise," which took place on Friday, December 11 (2009, of course) kicked off the holiday spirit with tunes from Lido Isle's own Sandy Bottom Blues Band, aka Eric Auckerman, Quentin Wall and visiting musicians Todd Richmond and Tom Harkner (filling in for band member Brian Dougherty). Yes, the Elvis classic "Blue Christmas" was a hit tune at the party.

Dressed in their finest "blues," bartenders Russ Butcher and Wayne Graveline served up Blue



Commodore Ken Wirgler, Wendy Webb and Jay Leonard and Jan Wirgler enjoying a Blue Hawaii.

Hawaii cocktails to stave off the night's chill before departing on a cruise around the bay.

A fine dinner was served at the Newport Harbor Yacht Club. Then, guests returned to the Lido Isle Clubhouse for warm beverages and desserts while dancing the night away to the sounds of the Sandy Bottom Blues Band.



Guests in the Blues Christmas spirit.

Notes From the Editor

An Updated Look for the *Lido Islander*
You may have noticed last month that the *Lido Islander* has a subtly updated new look. To keep our paper fresh and interesting, our new graphic designer updated the masthead artwork and made some layout changes throughout the paper. The result is a fresher and friendlier *Islander* that still retains the look and feel we all know and love, but now is a little "happier" and a bit easier to read.

The COLOR *Lido Islander* is Around the Corner!
Regular readers of these pages know that a COLOR version of the *Lido Islander* is on the way, and the big news is, it will in May! That's right, the long-awaited color *Islander* arrives with the May 2010 issue. There's a catch, though—it'll be the ONLINE edition only (the "e-*Islander*")—actually printing the *Lido Islander* in color is unfortunately cost-prohibitive. Those of you who have registered for the Lido Isle website (www.lidoisle.org) and opted to receive the *Lido Islander* electronically during the registration process will automatically begin receiving the color version (via e-mail) on or about May 1—you need to do

nothing. For those of you who would like to receive the color e-*Islander*, you'll need to register for access to the LICA website and opt to receive the *Lido Islander* electronically during the registration process. It's fast and it's easy—just go to: www.lidoisle.org and click on "Residents click here to register" in the login area on the upper left of the home page. Starting in May—get your *Lido Islander* in color and save paper and printing costs, too.

Contribute to the *Lido Islander*
The *Lido Islander* is a community paper, and as such, is open to editorial submissions by the Lido Isle community. If you have a story of unusual interest to residents about Lido Isle, its history, special residents or their achievements, or an obituary for a Lido resident who has recently passed on, feel free to submit it to islander@lidoisle.org (be sure to include digital photos if relevant). If you have any ideas for improving the *Lido Islander*, or for any new columns or content, we'd like to hear those, too. Submissions are subject to review, approval and editing, are not guaranteed to run, become the property of LICA and cannot be returned.

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