

**RATES PER COLUMN INCH**

**MARKET BUYS**

Full Market (All 13 towns)	\$103
Farmington Valley (4 towns) <i>(Avon, Canton, Farmington, Simsbury)</i>	\$33
West Hartford & Valley (5 towns)	\$55
South (3 towns) <i>(Newington, Rocky Hill, Wethersfield)</i>	\$33
West Hartford & South (4 towns)	\$55
High Income (6 towns) <i>(Valley, West Hartford, Glastonbury, )</i>	\$65

**SINGLE TOWN BUYS**

Avon	\$11.50
Canton	\$11.50
Farmington	\$14.00
Glastonbury	\$12.50
Newington	\$15.00
Rocky Hill	\$15.00
Simsbury	\$14.00
West Hartford	\$29.00
Wethersfield	\$15.00

**DISCOUNTS**

Frequency:	12x in a row	20% off
	6x in a row	15% off
	3x in a row	10% off

**COLUMN WIDTHS**

1 column	1.5"
2 columns	3.22"
3 columns	4.875"
4 columns	6.5"
5 columns	8.25"
6 columns	10"

**SPECIAL SERVICES**

Please see reverse side for information.

**MYWESTHARDFORDLIFE.COM**

Ad location	Size (pixels WxH)	Price
Home page leaderboard ad	728 x 90	\$500/mo
Home page over-the-header button	120 x 90	\$250/mo
Home page tower ad	120 x 240	\$300/mo
Section leaderboard ad	728 x 90	\$300/mo
Section tower ad	120 x 240	\$150/mo
Weekly email blast and breaking news email blast banner ad	728 x 90	\$400/mo
Weekly email blast tower ad	120 x 240	\$400/mo
<b>Listings</b>		
Real estate listings		\$15/listing/mo
Restaurant menus		\$25/mo
Classified ads		\$15/ad/mo

**SAMPLE RATES**

Open rate. See information above on frequency discounts.

SAMPLE SIZES	\$11.50	\$14	\$15	\$29	\$33	\$55	\$65	\$103
Full page <i>6 col. x 10.5</i>	\$759	\$924	\$990	\$1914	\$2178	\$3630	\$4290	\$6798
3/4 page <i>6 col. x 8</i>	\$552	\$672	\$720	\$1392	\$1584	\$2640	\$3120	\$4944
1/2 page <i>H: 6 col. x 6 V: 3 col x 10.5</i>	\$414	\$504	\$540	\$1044	\$1188	\$1980	\$2340	\$3708
1/4 page <i>3 col. x 6</i>	\$207	\$252	\$270	\$522	\$594	\$990	\$1170	\$1854
1/8 page <i>3 col. x 3</i>	\$104	\$126	\$135	\$261	\$297	\$495	\$585	\$927
1/16 page <i>2 col. x 3</i>	\$69	\$84	\$90	\$174	\$198	\$330	\$390	\$618

Other sizes available in 1" increments, 6" overall minimum, 2" minimum height.  
Rates effective January 23, 2012. All rates are net.

(Please see reverse for more information)  
Revised 1/12

6 col.

.5 col.

4 col.

3 col.

2 col.

1 col.

## **SPECIAL SERVICES**

**Color:** Color is available by town or multiple towns. The charge for color is as follows and is on a first-come, first-served basis: \$90 for the first, plus \$90 for the second town, then \$50 for each additional town.

*Example: color for West Hartford, Avon, Canton & Simsbury*

$\$90 + \$90 + \$50 + \$50 = \$280$  color charge

Full run color charge is \$530.

**Preferred Position:** Add 20% for all special positions. For inside and back covers, full page rate plus 20% plus color charge.

**Ad Production:** Normal layout, typesetting and proof are included. Extensive layout, photography, multiple scans, retouching, etc. will be charged at \$75 per hour. Please inquire.

**Inserts:** Single town inserts weighing one half ounce or less, \$50 per thousand. (Partial town distribution cannot be accepted.) For insert pricing on Full Run and Market Buys, and for inserts weights, please contact your **LIFE Publications** account representative.

## **ADVERTISING DEADLINE**

The local LIFE Publications deadline is Wednesday at 10 am, the week before publication.

## **TERMS**

Payment for advertising must be received by the advertising deadline unless otherwise authorized. (Visa, MasterCard, and American Express are also accepted.) All rates are net. A 1½% finance charge will be added each month on overdue balances.

## **PROOFS**

Deadline for advertisers who want proofs is the Friday before the advertising deadline. Proofs and corrections are furnished free of charge. Subsequent changes, including revisions to layout, copy, artwork or photos may be subject to production fees at \$75 per hour.

## **CLASSIFIED ADS**

Our Classified Advertising section runs in Avon, Canton, Farmington, Glastonbury, Newington, Rocky Hill, Simsbury, West Hartford and Wethersfield LIFE. Ads are \$40 for up to 20 words, 30 cents for each additional word. Help Wanted ads are \$70 for up to 20 words, 60 cents for each additional word. A check or money order must accompany each ad order. We also accept MasterCard, Visa and American Express.

The deadline for Classified Ads is ten days prior to publication date.

## **MORE INFORMATION**

For more information please call (860) 953-0444, fax us at (860) 953-0455, or write to LIFE Publications, 106 South Street, West Hartford, CT 06110, or visit [www.ctlife.net](http://www.ctlife.net).