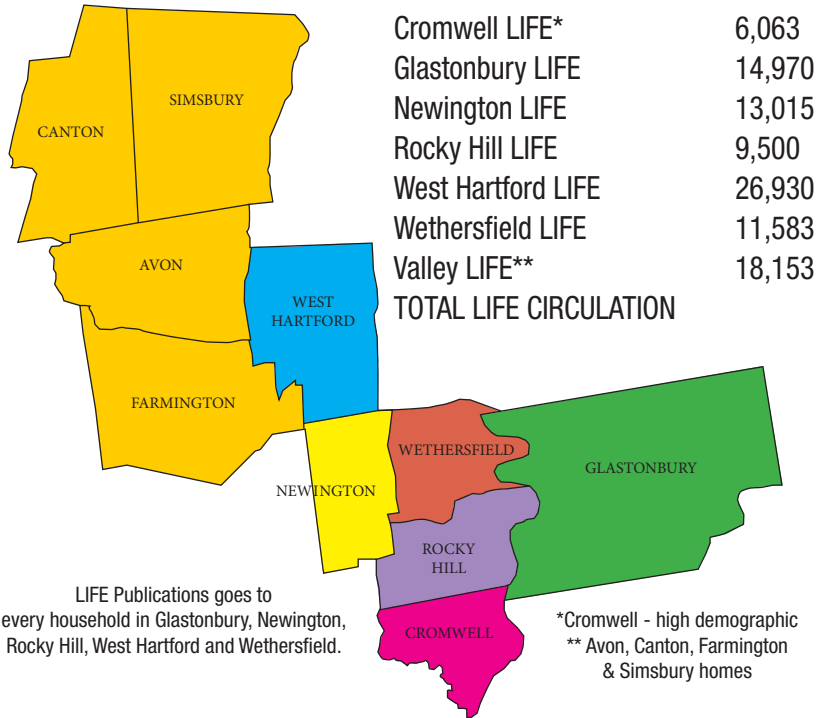


CIRCULATION



2021 RATES

LIFE

PUBLICATIONS



DEADLINES

| Issue | *Space Reservations: | Publication Date |
|-----------|----------------------|------------------|
| February | January 15, 2021 | Jan. 29, 2021 |
| March | February 12, 2021 | Feb. 26, 2021 |
| April | March 12, 2021 | Mar. 26, 2021 |
| May | April 16, 2021 | Apr. 30, 2021 |
| June | May 14, 2021 | May 28, 2021 |
| July | June 11, 2021 | June 25, 2021 |
| August | July 16, 2021 | July 30, 2021 |
| September | August 13, 2021 | Aug. 27, 2021 |
| October | September 10, 2021 | Sept. 24, 2021 |
| November | October 15, 2021 | Oct. 29, 2021 |
| December | November 5, 2021 | Nov. 19, 2021 |
| January | December 3, 2021 | Dec. 17, 2021 |

15 Executive Drive, Farmington, CT 06032
 Mail to: P.O. Box 725, Farmington, CT 06034
 860-651-4700
www.Lifepublications.com

AD SIZES

| | | | |
|--|---|--|--|
| 1/12 3.22" x 3" 2 col. x 3 = 6 in | 1/8h 4.875" x 3" 3 col. x 3 = 9 in | 1/8v 3.22" x 5" 2 col. x 5 = 10 in | 1/6 4.875" x 4" 3 col. x 4 = 12 in |
| 1/5 4.875" x 5" 3 col. x 5 = 15 in. | 1/4 4.875" x 6" 3 col. x 6 = 18 in | 1/3 horizontal 8.25" x 5" 5 col. x 5 = 25 in | 1/3 - square 6.5" x 6" 4 col. x 6 = 24 in |
| 1/2 4.875" x 10.75" 3 col. x 10.75 = 32.25 in | 1/2 10" x 6" 6 col. x 6 = 36 in | Full Page 10 x 10.75 6 col. x 10.75 = 64.5 in | Sticky Note 3" x 3" Front Cover 7" x 2" |

REACH YOUR AUDIENCE WITH EFFICIENCY AND ECONOMY

Ad sizes can be tailored to every budget. Options include single town(s), market buys or full circulation run - reaching more than 100,000 homes and businesses monthly!

Additional ad sizes available in 1" increments, 2" minimum height.

NEW 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" |

LIFE publications reserves the right to refuse to accept any advertisement at the Publisher's discretion.

PRICING

RATES PER COLUMN INCH (columns x depth)

| | |
|---|---------|
| Full Market (10 towns)..... | \$102 |
| West Hartford & Valley..... | \$55 |
| South (4 towns) | \$42 |
| Newington, Rocky Hill, Cromwell, Wethersfield | |
| West Hartford & South..... | \$65 |
| High Income (6 towns)..... | \$67 |
| Valley, West Hartford, Glastonbury | |
| Cromwell..... | \$9.00 |
| Glastonbury..... | \$14.00 |
| Newington..... | \$16.00 |
| Rocky Hill..... | \$16.00 |
| Wethersfield..... | \$16.00 |
| Valley..... | \$32.00 |
| Avon, Canton, Farmington, Simsbury | |
| West Hartford..... | \$34.00 |

COLOR PRICING
Add 30%

FREQUENCY DISCOUNTS

12X consecutive
20% off

6X consecutive
15% off

3X consecutive
10% off

More combination rates available. Contact your advertising representative.

All advertising rates effective 1/1/21. All rates are net. Additional sizes available by request.

PREFERRED POSITIONS

Additional 20% charge for any preferred position.

PAYMENT

Payment must be received by the final deadline unless otherwise authorized. We accept check, money order, MasterCard, Visa, Discover and American Express. All rates are net.

NON PROFIT RATE

20% OFF

PAGE ONE ADVERTISING

Ask your advertising representative for rates for our Page One Advertising Rates and Availability

INSERTS

Contact us for full market and market buy pricing and insert weights.
We print Inserts! Call for pricing.