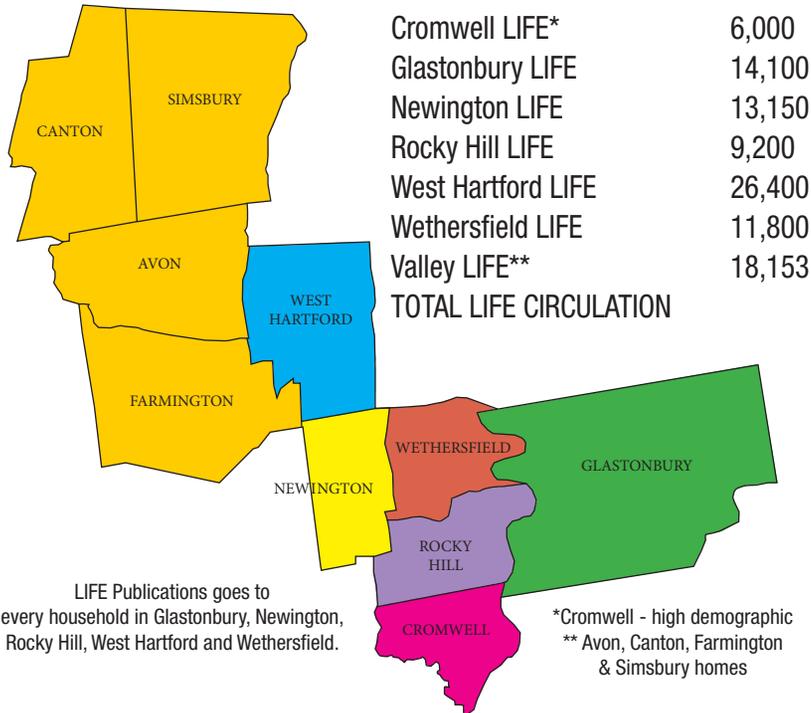


CIRCULATION



DEADLINES

Issue	*Space Reservations:	Publication Date
February	January 14, 2022	Jan. 28, 2022
March	February 11, 2022	Feb. 25, 2022
April	March 11, 2022	Mar. 25, 2022
May	April 15, 2022	Apr. 29, 2022
June	May 13, 2022	May 27, 2022
July	June 10, 2022	June 24, 2022
August	July 15, 2022	July 29, 2022
September	August 12, 2022	Aug. 26, 2022
October	September 16, 2022	Sept. 30, 2022
November	October 14, 2022	Oct. 28, 2022
December	November 4, 2022	Nov. 18, 2022
January	December 2, 2022	Dec. 16, 2022

2022 RATES

LIFE

PUBLICATIONS



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.