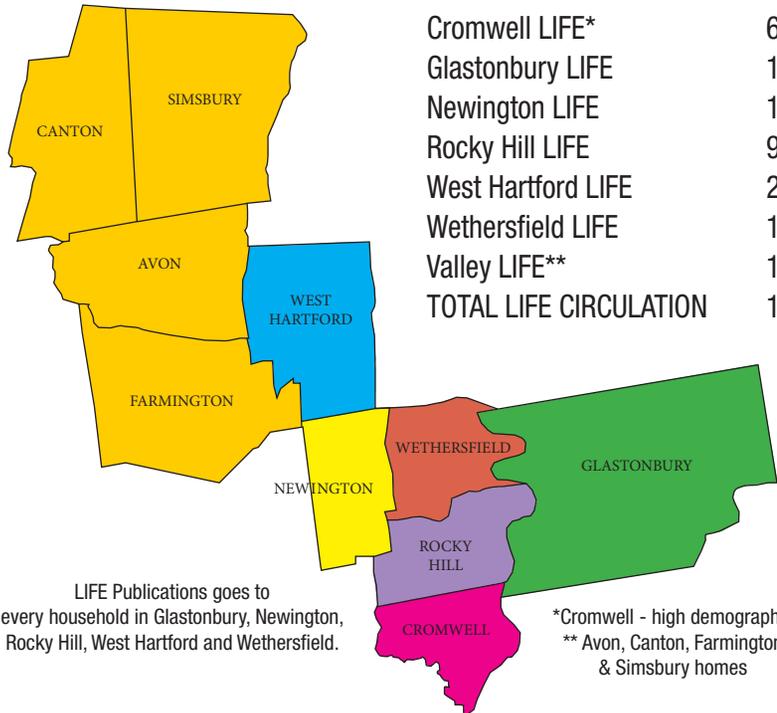


CIRCULATION



Cromwell LIFE*	6,063
Glastonbury LIFE	14,970
Newington LIFE	13,015
Rocky Hill LIFE	9,500
West Hartford LIFE	26,930
Wethersfield LIFE	11,583
Valley LIFE**	19,680
TOTAL LIFE CIRCULATION	101,741

LIFE Publications goes to every household in Glastonbury, Newington, Rocky Hill, West Hartford and Wethersfield.

*Cromwell - high demographic
** Avon, Canton, Farmington & Simsbury homes

2020 RATES

LIFE

PUBLICATIONS



DEADLINES

Issue	*Space Reservations:	Publication Date
February	January 10, 2020	Jan. 24, 2020
March	February 14, 2020	Feb. 28, 2020
April	March 13, 2020	Mar. 27, 2020
May	April 10, 2020	Apr. 24, 2020
June	May 8, 2020	May 22, 2020
July	June 12, 2020	June 26, 2020
August	July 10, 2020	July 24, 2020
September	August 14, 2020	Aug. 28, 2020
October	September 11, 2020	Sept. 25, 2020
November	October 9, 2020	Oct. 23, 2020
December	November 5, 2020	Nov. 20, 2020
January	December 3, 2020	Dec. 11, 2020

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" x 3" 2 col. x 3 = 6 in	1/8h 4.6" x 3" 3 col. x 3 = 9 in	1/8v 3" x 5" 2 col. x 5 = 10 in	1/6 4.6" x 4" 3 col. x 4 = 12 in
1/5 4.6" x 5" 3 col. x 5 = 15 in.	1/4 4.6" x 6" 3 col. x 6 = 18 in	1/3 horizontal 7.8" x 5" 5 col. x 5 = 25 in	1/3 - square 6.2" x 6" 4 col. x 6 = 24 in
1/2 4.6" x 11" 3 col. x 11 = 36 in	1/2 9.5" x 6" 6 col. x 6 = 36 in	Full Page 9.5 x 11 6 col. x 11 = 66 in	Sticky Note 2x3" 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	1.4"
2 columns	3"
3 columns	4.6"
4 columns	6.2"
5 columns	7.8"
6 columns	9.5"

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).....	\$108
West Hartford & Valley.....	\$58
South (4 towns)	\$42
Newington, Rocky Hill, Cromwell, Wethersfield	
West Hartford & South.....	\$65
High Income (6 towns).....	\$69
Valley, West Hartford, Glastonbury	
Cromwell	\$9.00
Glastonbury	\$14.00
Newington	\$16.00
Rocky Hill	\$16.00
Wethersfield	\$16.00
Valley	\$34.00
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 11/1/19. All rates are net. Additional sizes available by request.

PREFERRED POSITIONS

Additional 20% charge for any preferred position.

RATES FOR FRONT COVER

Glastonbury	\$875
Newington	\$500
Rocky Hill.....	\$500
Valley	\$1000
West Hartford.....	\$1000
Wethersfield	\$500
Cromwell	\$400

PAGE ONE NOTE

Ask your advertising representative for rates for our Page One VIRTUAL STICKY NOTE. Size: 3 inches x 3 inches

NON PROFIT RATE

20% OFF

INSERTS

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

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.