

Lifestyle

Magazine

Your Shopping & Dining Leader

Greater Daytona Beach Area

(Including East & Southeast Volusia County)

RATE CARD

#008

November 2010

DISPLAY RATES

	12x	7x	3x
Front Page	@ 875	925	1000
½ Front Page	@ 460	500	525
Back Page	@ 725	750	790
½ Back Page	@ 400	425	450
1/3 Back Page	@ 300	325	340
Inside Front	@ 550	575	590
Inside Back	@ 525	540	560
Full Page	@ 500	550	575
¾ Page	@ 425	460	490
½ Page	@ 340	375	390
¼ Page	@ 240	275	290
1/8 Page	@ 160	190	225

Mechanicals: front page 6 ½" x 6 3/8"; back page 6 ½" x 7 ½"; full page 6 ½" x 9 ½";
¾ page 6 ½" x 7 1/8"; ½ page horiz. 6 ½" x 4 3/4"; ½ page vert. 3 1/4" x 9 ½";
¼ page vert. 3 1/4" x 4 3/4"; ¼ page horiz. 6 ½" x 2 1/4"; 1/8 page 3 1/4" x 2 1/4".

- Note: Full Color Pricing: Full Page additional \$100.00 ½ Page additional \$60.00 1/4 Page additional \$40.00

Add 10% for specified page or location request.

- One time quote by request.
- A 15% agency fee will be paid to "recognized advertising agencies", where camera ready copy is provided.

• **PAYMENT POLICY** - Upon signing a contract with Lifestyle Magazine a minimum of 1 issue (if applicable) shall be collected and payment will be paid each issue in advance. If client pays entire contract of 3 months or more in advance, an additional 7 ½% discount will be earned. We reserve the right to discontinue advertising on seriously past due accounts. A service charge (1 ½% monthly) may be added for accounts over 30 days in arrears.