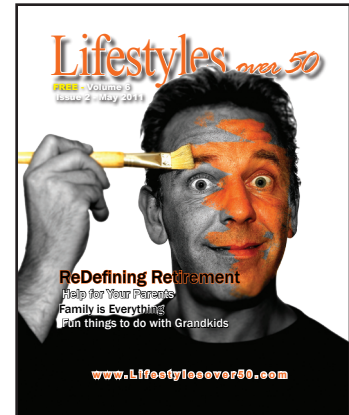


4 Column, 8.5 x 11" mini tab on 35# stock. Rates include color. Rates are subject to change

Display Ad Sizes	Open	3x	6x	12x
Full	\$1400	\$1300	\$1225	\$1150
3/4	\$1100	\$1000	\$950	\$900
1/2	\$820	\$760	\$720	\$680
1/4	\$500	\$450	\$400	\$360
1/8	\$290	\$250	\$230	\$210



### Deadline

Space reservations are due by the 1st Friday of each month for the following month's issue. Advertising and editorial materials are due by the 15th of each month.

### Premium Space

A 20% premium charge will be added for the outside back cover. A 15% premium charge will be added for page 2, page 3, inside back cover, or for specific placement.

### Production Requirements

Preferred printing material is electronic via email to [editor@lifestylesover50.com](mailto:editor@lifestylesover50.com).

### Payments

Payment must accompany ad materials unless credit has been established. All credit payments are due within 30 days from billing. A collection fee will be assessed on all accounts that have to be referred to an attorney or collection agency for collection. *Checks shall be payable to "Thrive, LLC".*

### Agency Commission

All rates are net. Recognized advertising agencies may add their usual and customary fee to the advertised rates.

### Please send electronic material to:

[editor@lifestylesover50.com](mailto:editor@lifestylesover50.com)

### Please send hard copy material to:

Lifestyles over 50  
4847 Hamilton Boulevard  
Allentown, PA 18106

### Digital Advertising

**Web Banner:** \$60 per month (minimum 3 months), dimensions = 170 x 90 pixels

**E-Newsletter Sponsorship:** \$75 per month (minimum 3 months)

Display Ad Sizes	Width	Depth
Full	7.25"	9.75"
3/4	5.75"	8.00"
1/2	7.25" (3.50")	4.75" (9.75")
1/4	3.50" (7.25")	4.75" (2.25")
1/8	2.50"	2.25"