

RATES*

AD	ONCE
Full Page	\$1500
2/3 Page	\$ 1000
1/2 Page	\$ 750
1/3 Page	\$ 550
1/6 Page	\$ 350

SAVINGS AD	ONCE
Full Page	\$1300
1/2 Page	\$ 750
1/4 Page	\$ 400
1/8 Page	\$ 200

PREMIUMS	ONCE
Cover (+2 pg.)	\$3200
Cover (+1 pg.)	\$2800
Back Cover	\$2400
Inside Front	\$2100
Inside Back	\$2100
Page 1	\$1800

*Discounts are available on multiple ad agreements

DETACHED FLYER

Insertion Only- \$35 per thousand plus \$50 set-up fee. Customer provides insert. Includes 4% over run.

Print Only- \$60 per thousand 40,000 min./add 4% over run. 4/4, 8.5 x 11, 55# enamel paper

DAL CARD	ONCE
40,000 Mailed	\$4400 .11' ea

Printed on 5" x 8.5" high gloss card stock, 4/1 Includes design and print.

CREDIT CARDS



ADDITIONAL BENEFITS

Buy any ad and get a free Enhanced Business Listing on www.thelifestylesconnection.com

Buy at least three ads of 1/6 size or larger and receive an article written about your business.

MECHANICALS

AD SIZES



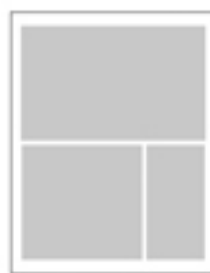
**FULL PAGE AD
(FLOATING):**
7" x 9 1/2"

**FULL PAGE AD
(WITH 1/4 BLEED):**
8 1/2" x 11"
LIVE AREA:
7 1/2" x 10"



2/3 VERTICAL AD:
4 3/4" x 9 1/2"

1/3 VERTICAL AD:
2 1/4" x 9 1/2"



1/2 HORIZONTAL AD:
7" x 4 11/16"

1/3 HORIZONTAL AD:
4 3/8" x 4 11/16"

1/6 VERTICAL AD:
2 1/4" x 4 11/16"

1/8 HORIZONTAL AD:
3 1/2" x 2"

SAVINGS SIZES



FULL PAGE AD:
7 1/2" x 9 10/16"



1/2 HORIZONTAL AD:
7 1/2" x 4 3/4"



1/4 VERTICAL AD:
3 11/16" x 4 3/4"

1/2 VERTICAL AD:
3 11/16" x 9 10/16"

The Lifestyles Connection will build your ad or reconfigure your existing ad to fit, for no extra charge.

In order to ensure the best quality ad, please include all logos and images at 300 dpi.

If sending your ad electronically, please send it as an unlocked .pdf with the images embedded and the fonts outlined.

CIRCULATION

The Lifestyles Connection is circulated to over 40,000 homes and businesses in the Southern Dallas area.

Locally owned and published by ABG Marketing
9050 Autobahn Drive, Suite 100 • Dallas, TX 75237 • 972-283-0150
www.thelifestylesconnection.com • Member of Affiliated Business Group and AmMax Publishing Group