

# 2019 DISPLAY ADVERTISING RATES

**ROCHESTER • ROCHESTER HILLS • OAKLAND TOWNSHIP**  
CIRCULATION OVER 45,238 HOMES & BUSINESSES

**AUBURN HILLS • LAKE ORION • OXFORD**  
CIRCULATION OVER 34,285 HOMES & BUSINESSES

AD SIZE Columns In Width x Inches in Height	OPEN RATE	EVERY OTHER WK. (3 month commitment)	CONTRACT (12 consecutive issues)	24x (with contract)
5x11" (Full Pg.)	\$1144	1015	894	774
5x8" (3/4 Page)	964	884	753	644
4x9"	884	821	710	611
3x11"	842	748	655	578
4x8"	825	720	633	546
3x10"	769	683	601	530
5x5.5" or 3x9" (1/2 Pg)	728	645	572	504
3x8"	658	588	513	453
2x11"	632	561	497	426
3x7"	610	534	475	396
4x5" (1/3 page)	578	502	437	382
3x6"	540	458	403	339
2x8"	481	421	359	311
3x5" (1/4 Page)	449	393	339	294
2x7"	433	360	311	267
2x6" or 3x4"	386	322	283	245
2x5"	343	294	266	229
3x3"	311	262	229	203
2x4" (1/8 Page)	294	234	202	178
2x3" or 3x2"	230	202	180	153
2x2" or 1x4"	187	169	142	125
1x3" or 3x1"	155	149	119	104
1x2" or 2x1"	139	114	94	82
Coupon Savings 4.5"x2.25" Includes One Extra Color	208	192	177	155

AD SIZE Columns In Width x Inches in Height	OPEN RATE	EVERY OTHER WK. (3 month commitment)	CONTRACT (12 consecutive issues)	24x (with contract)
5x11" (Full Pg.)	\$857	764	672	578
5x8" (3/4 Page)	825	655	589	535
4x9"	697	611	551	503
3x11"	643	578	507	470
4x8"	624	551	487	437
3x10"	582	524	458	412
5x5.5" or 3x9" (1/2 Pg)	546	480	447	398
3x8"	514	469	409	382
2x11"	481	426	393	361
3x7"	461	403	371	338
4x5" (1/3 page)	434	383	338	322
3x6"	401	366	317	294
2x8"	374	338	299	273
3x5" (1/4 Page)	342	294	269	246
2x7"	311	284	251	229
2x6" or 3x4"	294	262	228	207
2x5"	267	241	208	185
3x3"	241	213	185	170
2x4" (1/8 Page)	224	197	175	153
2x3" or 3x2"	192	180	147	129
2x2" or 1x4"	172	153	119	99
1x3" or 3x1"	129	119	99	87
1x2" or 2x1"	117	94	77	66
Coupon Savings 4.5"x2.25" Includes One Extra Color	172	155	134	112

**Full Color \$150** 1/4 page & smaller **\$225** 1/2 page & smaller **\$300** Full page & smaller  
**One Extra Color \$60**

**Full Color \$100** 1/4 page & smaller **\$150** 1/2 page & smaller **\$200** Full pg & smaller  
**One Extra Color \$60**

## PREMIUM SPOTS

Front Banner 6"x2.25"	\$444 w/1 extra color	\$568 w/full color
Extended Front Banner 8.5"x2.25"	\$636 w/1 extra color	\$776 w/full color
Skybox 4"x2"	\$310 w/1 extra color	\$428 w/full color
Back Page	\$1,180 w/1 extra color	\$1,445 w/full color
Inside Front Cover (pg 2)	\$1,034 w/1 extra color	\$1,237 w/full color
Inside Banner (pg 3) 9.5"x3"	\$444 w/1 extra color	\$556 w/full color

## PREMIUM SPOTS

Front Banner 6"x2.25"	\$348 w/1 extra color	\$449 w/full color
Extended Front Banner 8.5"x2.25"	\$491 w/1 extra color	\$578 w/full color
Skybox 4"x2"	\$246 w/1 extra color	\$321 w/full color
Back Page	\$964 w/1 extra color	\$1,070 w/full color
Inside Front Cover (pg 2)	\$803 w/1 extra color	\$910 w/full color
Inside Banner (pg 3) 9.5"x3"	\$348 w/1 extra color	\$455 w/full color

## PRICES LISTED ABOVE ARE PER AD, PER ISSUE

**NOTE:** Positions and color not guaranteed. Prices subject to change. Reserved ads not run in Community Lifestyles will be invoiced at the rate of \$5.00 per column inch. Ads cancelled after deadline will be billed at the rate of \$5.00 per column inch.

## Column Width Structure

1 Column = 1.767"
2 Column = 3.7"
3 Column = 5.633"
4 Column = 7.567"
5 Column = 9.5"



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