

# 2021 DISPLAY ADVERTISING RATES

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

AD SIZE Columns In Width x Inches in Height	OPEN RATE	EVERY OTHER WK. (3 month commitment)	CONTRACT (12 consecutive issues)	EVERY ISSUE (with contract)
5 column x 11" (full page)	\$1196	1055	948	821
3 column x 11"	875	798	694	613
4 column x 8"	874	763	670	579
3 column x 10"	815	713	637	561
5 column x 5.5" or 3 column x 9" (1/2 page)	771	684	606	534
3 column x 8"	697	624	543	480
2 column x 11"	690	594	527	451
3 column x 7"	647	566	503	420
4 column x 5" (1/3 page)	613	532	463	409
3 column x 6"	572	485	427	360
2 column x 8"	509	446	380	329
3 column x 5" (1/4 page)	476	417	360	312
2 column x 7"	460	382	330	283
2 column x 6" or 3 column x 4"	410	341	299	260
2 column x 5"	364	312	280	243
3 column x 3"	330	278	243	215
2 column x 4" (1/8 page)	312	248	214	189
2 column x 3" or 3 column x 2"	244	214	191	162
2 column x 2" or 1 column x 4"	198	179	151	133
1 column x 3" or 3 column x 1"	164	155	127	110
1 column x 2" or 2 column x 1"	148	120	104	92

**One Extra Color - \$60**

**Full Color - \$150** 1/4 page & under / **\$225** 1/2 page & under / **\$300** Full page & under

## ROCHESTER ROCH HILLS OAKLAND TWP PREMIUM SPOTS

### Column Width Structure

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

**PRICES LISTED  
ARE  
PER AD/ PER ISSUE**

Front Banner 6"x2.25"	\$472 w/1 extra color	\$590 w/full color
Extended Front Banner 8.5"x2.25"	\$660 w/1 extra color	\$807 w/full color
Skybox 4"x2"	\$322 w/1 extra color	\$445 w/full color
Low Box	\$310 w/1 extra color	\$375 w/full color
Back Page	\$1,225 w/1 extra color	\$1,500 w/full color
Inside Front Cover (pg 2)	\$1,075 w/1 extra color	\$1,286 w/full color
Inside Banner (pg 3) 9.5"x3"	\$460 w/1 extra color	\$578 w/full color

**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.

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