

# LIFESTYLE 4

GREATER ROCHESTER

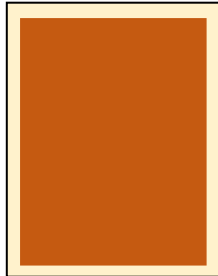
**Brand Your Business in the Greater Rochester Area!!**

**2023 ANNUAL ISSUE:  
CLOSE: 6/7/2023 MATERIALS: 6/12/2023**

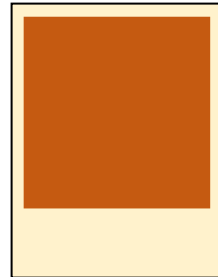
**Per Placement Pricing** (all rates are net)

Ad Size	Rate	Monthly amortization value
Full Page (incl. IBC)	\$1,500	\$125
3/4 Page	\$1,250	\$104
1/2 Page	\$1,000	\$83
1/3 Page	\$850	\$71
1/4 Page	\$700	\$58
3.5 inch Square	\$500	\$42
IFC/ Page 1/OBC	\$2,000	\$167
Opposite TOC and Welcome Page	\$1,750	\$146
Centerfold	\$3,000	\$250
Presenting Sponsor	\$3,500	\$292

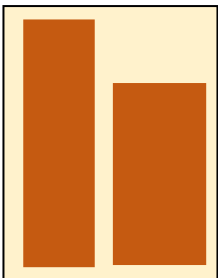
**NEW SIZE!**



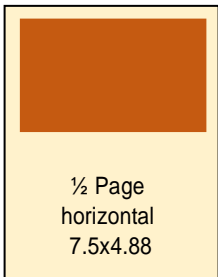
Full Page  
7.5 x 10



3/4 Page  
7.5 x 7.5



1/3 Page  
2.5 x 10 or  
3.63 x 6.75



1/2 Page horizontal  
7.5x4.88



1/2 Page Tall  
3.63 x 10      1/4 Page  
3.63 x 4.88

3.5 in Square

**For residents and businesses in the 48306, 48307, 48309 and 48363 zip codes.**

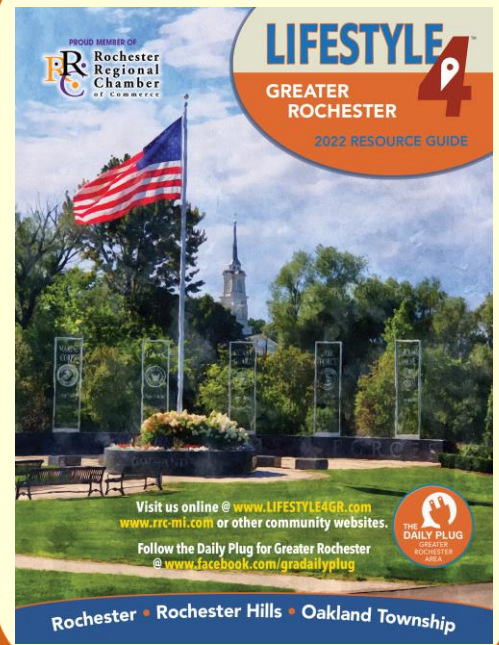
**TERMS AND CONDITIONS:**

GUARANTEED POSITION - +15% BLEED (+1/4" ON ALL SIDES) - +5% PUBLISHER AD PREPARATION - \$100 FLAT FEE  
 PAYMENT TERMS:  
 30% due with signed contract.  
 Balance invoiced when LIFESTYLE 4 goes to press.  
 4% service charge added to all balances paid by credit card.  
 1.5% monthly service charge on outstanding balances over 30 days.  
 \$40 Supply Chain Surcharge applied to all advertising agreements.  
 PAYMENT PLANS AVAILABLE (MUST BE DONE UNDER CREDIT CARD)

**Want to "Leverage Your LIFESTYLE 4 Investment? Expand Your Placement Package to Include LIFESTYLE 4 Birmingham Bloomfield or RELOCATE 2 Metro Detroit!"**

**Print • Online • Social Media**

**For More Information Contact Larry Ribits  
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Rochester • Rochester Hills • Oakland Township