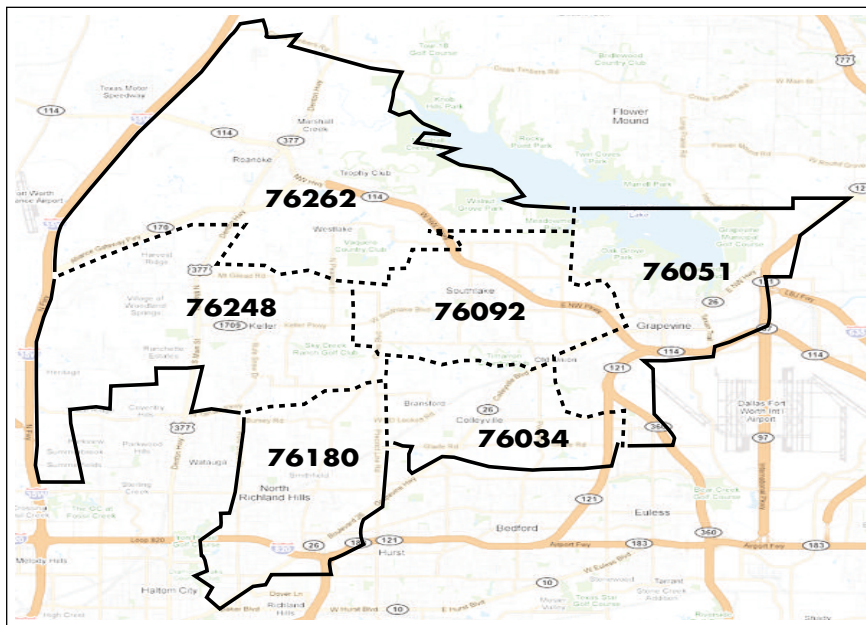


Society Life

MAGAZINE

COVERAGE MAP | DISTRIBUTION



SOCIETY LIFE is a glossy, high-quality, monthly publication that is mailed free to the affluent residents of Northeast Tarrant County. The primary focus of SL magazine is the community and local business. The *Society Life* readers are men and women between the ages of 35 and 55 who are homeowners (home value of \$300,000+) with a household income of \$125,000+. These consumers are college-educated. They shop at exclusive retailers, drive luxury vehicles, travel, dine out frequently and they have discretionary income to spend. *Society Life* – A little bit informative, mostly entertaining and always local.

**40,000 HOUSEHOLDS IN
NORTHEAST TARRANT COUNTY**

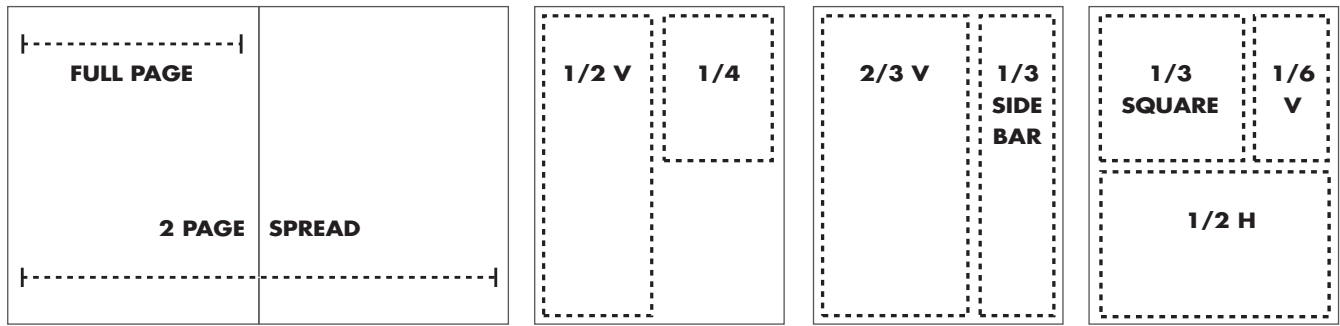
SOCIETY LIFE MAILING AREA INCLUDES THE CITIES: COLLEYVILLE (76034), GRAPEVINE (76051), KELLER (76248), NORTH RICHLAND HILLS (76180), SOUTHLAKE (76092), TROPHY CLUB, ROANOKE AND WESTLAKE (76262).

ADVERTISING SIZES | RATES | CONTRACT DISCOUNTS

AD SIZES	1X	3X	6X	12X
1/6 VERTICAL	\$495	\$470	\$445	\$415
1/4 QUARTER	\$550	\$520	\$495	\$465
1/3 SIDEBAR/SQUARE	\$725	\$685	\$650	\$615
1/2 VERTICAL/HORIZONTAL	\$1100	\$1045	\$990	\$935
2/3 VERTICAL	\$1325	\$1260	\$1190	\$1125
FULL PAGE	\$2200	\$2090	\$1980	\$1870
INSIDE BACK COVER	\$2300	\$2185	\$2070	\$1955
INSIDE FRONT COVER	\$2400	\$2280	\$2160	\$2040
BACK COVER	\$2500	\$2375	\$2250	\$2125
SPREAD	\$3000	\$2850	\$2700	\$2550

AD DESIGN AND FULL COLOR IS INCLUDED IN THE ABOVE PRICING. ALL PRICES ARE PER MONTH. DISCOUNTS ON 3, 6 OR 12 MONTH CONTRACTS ONLY.

AD DIMENSIONS | GRAPHIC STANDARDS



MAGAZINE TRIM SIZE: 8.25" x 10.5" (w x h)

Keep live matter 1/2" from all trim edges. A 1/8" bleed on all sides is included in the dimensions below for full page, back cover and spread ad dimensions.

AD SIZES	DIMENSIONS (w x h)
1/6 VERTICAL	2.25" x 4.75"
1/4 QUARTER	3.565" x 4.75"
1/3 SIDEBAR	2.25" x 9.625"
1/3 SQUARE	4.625" x 4.75"
1/2 VERTICAL	3.565" x 9.625"
1/2 HORIZONTAL	7.25" x 4.75"
2/3 VERTICAL	4.625" x 9.625"
FULL PAGE (includes bleed)	8.5" x 10.75"
ALL COVERS (includes bleed)	8.5" x 10.75"
SPREAD (includes bleed)	16.75" x 10.75"

AD REQUIREMENTS:

- 1) Ads must be the EXACT size listed.
- 2) ONLY digital files are accepted. We accept the following media: CD-ROM and DVD. Email materials to cayepublishing@verizon.net.
- 3) Macintosh format only. Include a color copy of the ad or a PDF to ensure that your ad will appear as you intended. We process these files to our best ability, but we cannot guarantee file compatibility or conversion of font typefaces on any submitted advertisement.
- 4) All art must have a resolution of no less than 300 dpi. Color must be CMYK (RGB, spot and grayscale not accepted).
- 5) Client is responsible for charges incurred for FedEx, UPS or other overnight/rush shipping.
- 6) We support these programs: QuarkXPress 7.0, Adobe Acrobat 8 Professional, Adobe Photoshop CS3 and Adobe Illustrator CS3. We support these formats: .eps, .pdf, .tiff or .jpeg.

Advertising copy, contracts and orders are subject to the publisher's acceptance. Publisher reserves the right to reject or cancel any advertisement that does not conform to the editorial or graphic standards of *Society Life* magazine. Cancellation or changes are not accepted after deadlines. Publisher reserves the right to repeat the last printed ad.

Society Life
MAGAZINE

www.SocietyLifeOnline.com