

The Life Connection Magazine Media & Promo Kit

Beginning as *The Light Connection* in late 1985, we changed our name to *The Life Connection* in 2010, because we felt the name was more inclusive and expansive. Through the years we've seen that our quality of life is about the connections we make—and that's what we do—connect people of quality and substance. We are the oldest and best-known publication of our kind in San Diego, and have many advertisers who have been with us for years.

The Life Connection is a resource to activities, quality products and professional services of interest to the audience known as “Cultural Creatives”—a demographic open to information that enhances their satisfaction and effectiveness in life—expanding their personal and spiritual awareness, attaining optimum health, and living environmentally friendly—basically, being proactive about the quality of their life

Over the years we have developed a loyal readership that appreciates articles of substance. In addition to wanting all kinds of everyday products and services, our readers have the disposable income to spend to enhance the quality of their life and well-being.

For an independent publication to survive for 25 years+ is very unusual. That's a tribute to those readers and to our advertisers. Along the way we've met and partnered with many unique and successful people. We hope to partner with you and support your success as well.

Make the Right Connection – through The Life Connection!

Frequently Asked Questions

Which kind of ad is best for me? We have several ads designed to fit a variety of advertising budgets and intentions. Please review the following pages for detailed explanations, rates and due dates. If you need assistance choosing an ad, or you see an existing ad that you like and want to know more, give us a call.

When do you need my ad for the next issue?

Once you've decided which ad is best for you, all the submission information can be found on its page. Most ads are due by the 15th of the month preceding publication. Display ads are due the 20th.

What are the tech requirements for submitting ads?

- PDF (best), JPG, TIFF or EPS files are accepted.
- Photos and ads for print at 300 dpi.
- Submit Web ads as JPEG, 72 pixels per inch.
- No Word, Publisher or Powerpoint files accepted as final art. Word can be used to send the text of an ad.
- If you need a graphic designer to create an ad for you, we recommend Tim Brittain, with whom we work closely. We have other options as well. Any ad designed for you will also be sent to you for your records, to use as you see fit. Once you know what size you want, we can give you an estimate at *TLC*. The fee is approximately 10-15% of the cost of the ad, based on the complexity and size of the ad.
- Tim Brittain, tim-tlc@cox.net 619-421-6344

How do I send *TLC* my information? Submit your ad, photo, image or text to info@LifeConnectionMag.com. In the subject line, please identify yourself and the attachment. Or, one of the graphic designers above will submit it for you.

How do I pay for it? We accept checks, money orders, and MasterCard and Visa (debit and credit). If sending a check or money order, please call ahead. For ads running for 6-months or longer we can arrange automatic payments via debit or credit card.

Can I make changes to my ad? You can change an ad by the due date for the type of ad you are submitting, and for a nominal fee depending on the type of ad.

What else is important to know? You'll sign a contract guaranteeing your rate and informing you of cancellation and refund policies. There is a \$15 cancellation fee and upcharges to reflect the number of months you ran.

I still have questions! Please email the Ad department at info@LifeConnectionMag.com or call *TLC* anytime to speak with a Staff member. One of the most rewarding aspects of *TLC* this is connecting with people like you!

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Resource Directory

The Resource Directory offers the greatest success to locally based service and product providers who see the value in long-term, repeated exposure. All ads for this section are due by the 15th of the month preceding publication.

- Available in 3 sizes.
- This currently includes a complimentary online listing through the end of 2010!
- Your duplicate ad will run consecutively for 6,12 or 18 months.
- Your Resource Directory ad will be placed along with others in a specific category, such as Education, Counseling or Spirituality. Please see the most recent issue for a complete list of all categories. If you do not see an appropriate category for your services give us a call.
- Any changes to your ad must be received by the 15th. Minor changes can be made for \$5, major changes for \$15.
- There is a one-time setup charge of \$15 for this section, which includes ad setup.

Horizontal Only	3 months	6 months	12 months
5 ½" w x 1 ½" h	\$100 per month	\$85 per month	\$75 per month
5 ½" w x 2 ¼" h	\$130 per month	\$115 per month	\$105 per month
5 ½" w x 3" h	\$170 per month	\$155 per month	\$145 per month

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Classifieds

The Classifieds offer the greatest success to those who are meeting and greeting for personal or business reasons. All ads for this section are due the 15th of the month. The Classified section also appears online. Please see the most recent issue for a complete list of all categories. If you do not find an appropriate category for your services give us a call.

There are 3 types of Classified Ads:

1. TEXT ONLY Classified Ad
\$1 per word; \$3 per website and/or email address.
Pre-pay for the same Ad 2 months in a row and TLC will run it for the 3rd month free.
Bolded upon request for an additional \$25.
2. PHOTOS/LOGOS and TEXT Classified Ad
\$1 per word; \$3 per website and/or email address.
Add \$25 for photo or logo. See FAQ for photo submission requirements.
Bolded upon request for an additional \$25.
3. BOXED Classified Ad — All ads are 1.75 inches wide.
\$35 per vertical inch.
Photo or logo optional, no additional fee.
Submit these ads camera ready by the 15th.
See FAQ for submission requirements and recommended graphic designer.

SEND ads to info@LifeConnectionMag.com and call with a credit or debit card. Or mail ads with a check to The Life Connection C/C, PO Box 789, Vista Ca 92085

LATE ADS:

Depending on space availability, late ads can be added until the 20th for an additional \$25.

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Calendar of Events

To find out what's happening in Life now, this is the first place readers go! TLC lists by both specific dates and recurring weekly and monthly events. A Calendar listing offers the greatest success when you promote as far in advance as possible. All listings for this section are due the 15th of the month and will also appear online up to 6 months in advance. Be sure to review other Events before booking your own!

There are 3 types of Calendar Listings:

4. TEXT ONLY Calendar listing
\$1 per word; \$3 per website and/or email address.
Bolded upon request for an additional \$25.
5. PHOTOS/LOGOS and TEXT Calendar listing
\$1 per word; \$3 per website and/or email address.
Add \$25 for photo or logo.
See FAQ for photo submission requirements.
Bolded upon request for an additional \$25.
6. BOXED Calendar listing — All ads are 2.3 inches wide.
Price is \$35 per vertical inch.
Photo or logo optional, no additional fee.
Submit these ads camera ready by the 15th.
See FAQ for submission requirements and recommended graphic designers.

SEND ads to info@LifeConnectionMag.com and call with a credit or debit card. Or mail ads with a check to The Life Connection C/C, PO Box 789, Vista Ca 92085

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Display Ads

A Display Ad offers the greatest page presence to those who want a powerful impact, whether it's for your event, business, service or product that requires a more prominent placement.

These ads are placed throughout the publication, in full color or black & white, with or without photos, images or logos, and include timely information like seasonal offerings, coupons or testimonials. If not listed below, arrangements for specific placement can be made for an additional 15%. If you need design help, our designers charge approximately 10-15% of the ad price, depending on the complexity of the ad. See the FAQ for contact info.

The deadline to reserve space for a display ad is the 20th of the month.

Type	1 run	3 runs	6 runs	12 runs	Horizontal	Vertical	Square
Full Color							
Full Page ad	1200	1080	960	840		7 3/8 x 9 3/4	
Back Cover	2150	1935	1720	Request		7 3/8 x 9 3/4	
Inside Front Cover	1700	1530	1360	Request		7 3/8 x 9 3/4	
Inside Back Cover	1600	1440	1280	Request		7 3/8 x 9 3/4	
Page 3 - Full	1700	1530	1360	Request		7 3/8 x 9 3/4	
Page 4 - Full	1400	1260	1120	980		7 3/8 x 9 3/4	
2/3 Page	924	832	739	693	7 3/8 x 6 1/2	4 7/8 x 9 3/4	
2/3 Page special placement	1063	957	850	797	7 3/8 x 6 1/2	4 7/8 x 9 3/4	
1/2 Page	680	612	544	510	7 3/8 x 4 3/4	3 5/8 x 9 3/4	
1/2 Page special placement	782	704	626	587	7 3/8 x 4 3/4	3 5/8 x 9 3/4	
1/3 Page	465	419	372	326	7 3/8 x 3 1/8	2 1/4 x 9 3/4	4 7/8 x 4 3/4
1/4 Page - horizontal	410	369	328	308	4 7/8 x 3 1/2		
1/4 Page - vertical	388	349	310	291		3 5/8 x 4 3/4	
Black & White							
Full Page	935	842	795	748	7 3/8 x 9 3/4		
2/3 Page	700	630	595	560	7 3/8 x 6 1/2	4 3/4 x 9 3/4	
1/2 Page	540	486	459	432	7 3/8 x 4 3/4	3 5/8 x 9 3/4	
1/3 Page	372	335	316	298	7 3/8 x 3 1/8	2 1/4 x 9 3/4	4 7/8 x 4 3/4
1/4 Page	310	279	264	248	4 7/8 x 3 1/2	3 5/8 x 4 3/4	
1/6 Page	220	198	187	176	4 7/8 x 2 1/4	2 1/4 x 4 3/4	3 5/8 x 3 1/8
1/8 Page	179	161	152	143	3 5/8 x 2 1/4		
1/9 Page	150	135	128	120		2 1/4 x 3 1/8	
1/10 Page	135	122	115	108	3 5/8 x 1 3/4		
1/12 Page	116	104	99	93			2 1/4 x 2 1/4