

2008 ADVERTISING RATES

Living @ Sun City Carolina Lakes

Rate Card
Oct. 18, 2008

For SCCL Clubs* and Non-Profit Organizations & Agencies

<u>Black & White Advertisements</u>	1 insertion
1/8 Page 3 5/8" width x 2 3/8" height	25
1/4 Page Horizontal: 7 1/2" width x 2 7/16" height Vertical: 3 5/8" width x 4 7/8" height	40
1/2 Page Horizontal: 7 1/2" width x 4 7/8" height Vertical: 3 5/8" width x 10" height	70
Full Page 8 1/2" width x 11" height	125

<u>Full Color Advertisements</u>	1 insertion
1/8 Page 3 5/8" width x 2 3/8" height	35
1/4 Page Horizontal: 7 1/2" width x 2 7/16" height Vertical: 3 5/8" width x 4 7/8" height	65
1/2 Page Horizontal: 7 1/2" width x 4 7/8" height Vertical: 3 5/8" width x 10" height	125
Full Page 8 1/2" width x 11" height	225

*SCCL Clubs are entitled to two 1/4 page insertions per year (Jan. 1 – Dec. 31)
at no cost.