

It took close to 40 years, but finally the City of Coconut Creek has a first class, exciting monthly community publication that has made all 50,000 residents and 1,500 businesses proud!

In partnership with the city itself, and from the publisher of the prestigious *Parkland Life Magazine* came her "little" sister: *Coconut Creek Life*. A magazine full of "Life," Events, Happenings, Humor and all the City and Government News that citizens and businesses have yearned for.

A publication readers honestly read, love, enjoy, feel part of, and support! One that can perform for YOUR business in a way you didn't think possible. Over 400 advertisers trust Life Publications each and every month! A unique partnership with the City of Coconut Creek, this magazine has energized and connected this great city!

**Become part of the "Life" Family today & discover for yourself why so many advertisers trust us to help their businesses grow, even in a challenging, economy!**

**Think You Knew Coconut Creek?  
Think Again.**

- Average annual household income is \$66,715
- Average household size is 2.16 people
- 51% of the households have an annual household income greater than \$50,000
- 29% of the households have an annual household income greater than \$75,000

# COCONUT creeklife

**"Anyone can mail a publication into a home, but it takes a *great* magazine to make readers WANT to open it."**

Welcome to the beautiful, family-oriented City of Coconut Creek, Florida, the bona fide "Butterfly Capital of the World™." Bordering the international playground of Boca Raton, the affluent enclave that is Parkland, the burgeoning City of Coral Springs and retirement friendly Margate; Coconut Creek has emerged as a family-oriented community with a decidedly neighborhood feel.

Incorporated in 1967, this beautiful city is widely recognized as a well planned, rapidly growing community that is considered one of the leading cities in Broward County & South Florida. Environmentally-oriented, the City pursues a friendly, progressive approach to creating a livable suburban lifestyle for its residents and businesses.

The city is 11.3 square miles with 50,000 residents and 1,500 businesses. Housing is primarily single family homes, condominiums and townhouses within professionally landscaped communities. Coconut Creek continues to grow by leaps and bounds with families and businesses choosing to call this eco-friendly city their home.



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# COCONUT creeklife

**Life Publications**  
 4611 Johnson Road • Suite 3  
 Coconut Creek, Florida 33073  
 Phone 954.421.9797 • Fax 954.421.9125  
 Online at [www.LifePubs.com](http://www.LifePubs.com)

## MECHANICAL REQUIREMENTS

ADVERTISEMENT SIZE	WIDTH & HEIGHT
Full Page (non-bleed)	7 1/2" x 10"
Full Page (bleed)	8 3/4" x 11 1/4"
2/3 Page	4 3/4" x 10"
1/2 Page (horizontal)	7 1/2" x 4 3/4"
1/2 Page (vertical)	3 1/2" x 10"
1/2 Page (digest)	4 3/4" x 7"
1/3 Page (vertical)	2 1/4" x 10"
1/3 Page (square)	4 3/4" x 4 3/4"
1/4 Page (square)	3 1/2" x 4 3/4"
1/6 Page (horizontal)	4 3/4" x 2 1/4"
1/6 Page (vertical)	2 1/4" x 4 3/4"

## MAGAZINE SPECIFICATIONS

- Body & Covers are printed on high quality, glossy coated stock.
- Trim Size: 8 1/2" x 11"
- Screen should be 150 lines.
- Pictures should be scanned at 300 dpi and sent in JPEG or TIF format **only**.
- Four color materials should be supplied with Matchprints with color bars or digital color proofs.
- PDF or InDesign files preferred.
- In-House design fees rated at \$75/hour.
- No design fee attached for print-ready ads.
- **DEADLINE** Print-ready materials must be received by noon on the 4th of each month.

## ADVERTISEMENT RATE DETAILS

- Rates are for print-ready art and are per insertion for consecutive insertions only.
- Additional premium positions negotiated on an individual basis.
- Spreads are applicable page rates less 5%.
- Rates are NET/NET, therefore agencies should add Commission to rates quoted to clients.

## REGULAR RATES

4 COLOR	3 TIME	6 TIME	12 TIME
Full Page	\$1200	\$1135	\$1075
2/3 Page	\$1040	\$1005	\$ 900
1/2 Page	\$ 770	\$ 720	\$ 690
1/3 Page	\$ 520	\$ 500	\$ 470
1/4 Page	\$ 420	\$ 390	\$ 375
1/6 Page	\$ 270	\$ 260	\$ 250

One Time Rate: Add 15% to 3 Time Rate.

## SPECIAL DISCOUNTED SECTION

**SHOPPER'S  
MARKETPLACE**  
1/4 PAGE ONLY\*  
3 Months \$375  
6 Months \$350  
12 Months \$295

**READER'S  
RESOURCE**  
1/9 PAGE ONLY\*  
3 Months \$175  
6 Months \$150  
12 Months \$135

\*per month (stacked ads only), guaranteed by CC only

## PREMIUM PAGES

Inside Front	\$2500
Inside Back	\$2350
Back	\$3250
CENTER TRUCK per Page	\$1950
1st Right (Pg 1)	\$2400
Page 2	\$2375
Page 3	\$2275
Page 4	\$2175
Page 5	\$2225
Page 6	\$2075
Page 7	\$2125
Page 8	\$2000
Page 9	\$2075
Contents Page (1/3 vertical ad)	\$ 695
Opposite Contents	\$1950
Masthead Page (2/3 ad)	\$1450
Page 13	\$1975
Page Opposite Publisher (Right)	\$1975
Page Opposite Greg Budell (Right)	\$1800

All Rates Subject To Change with 30 Days Notice.

FULL PAGE

2/3 PAGE

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