



2007 RATE CARD

Stupid News For Smart People

Dear Advertiser,

Lush For Life is a locally based satirical newspaper, bringing viewpoints and humor that were unavailable in the Tampa Bay area... until now. In each free bi-weekly issue, Lush For Life points a loaded finger at everything from the ridiculous to the mundane; from local to national headlines; culture, entertainment, and sports; occasionally even delving into the downright stupid.

The newspaper's initial distribution numbers are supported by a built-in fan base of more than 100,000 loyal hits every month to its web-based companion, LushForLife.com, which is updated on a weekly basis.

With more than a year and a half of sustained competitive online publishing, a team of accomplished, professional, funny writers and prime distribution at the hottest spots in Tampa Bay, Lush For Life is an excellent choice to target your next customer.

Lush For Life is aimed at the most profitable demographic area consisting of those aged 18-44 years.

We look forward to doing business with you now and in the future.

Sincerely,

Greg Ross-Munro
Managing Director

ADVERTISING (813) 966-3947

ADMINISTRATION (813) 979-1828

FAX (813) 333-6347

SALES@LUSHFORLIFE.COM

HTTP://WWW.LUSHFORLIFE.COM





Advertising Information

Lush For Life circulates 20,000 papers per month with our bi-weekly publication, with a large percentage going to all major Tampa area universities (University of South Florida, University of Tampa, and Hillsborough Community College), reaching over 70,000 college students... and that's just the beginning! We are also distributed at more than 50 of Tampa's hottest cafes, coffee shops, and bars, with that number growing every day.

Electronic Submissions

All camera-ready advertisements are due 5 p.m. Saturday before publication date. Space reservations are due 5 p.m. Thursday before publication date.

- Files may be sent via email to sales@lushforlife.com (files must be 6 MB or smaller).
- Files can be submitted through email, CD-ROM, or DVD-ROM. Files should preferably be PDF with embedded fonts, though other formats are accepted.
- We do not accept Quark, Microsoft Works, Microsoft Publisher, Powerpoint, Excel, or Adobe Pagemaker.
- All images must be processed CMYK at 200 dpi.



Rates

Rates are effective February 1, 2007.

Rates are per column inch.

Open Rate **\$15.00**

**Discount Rate
for Ad Agencies** **15% off**

Mechanical Size of Paper

10.375 in [62.3 picas] x 13 in [78 picas]
 1 Column = 1.917 in. 2 Columns = 4 in.
 3 Columns = 6.083 in. 4 Columns = 8.167 in.
 5 Columns = 10.25 in. Center Spread = 21 in.

Preprinted Inserts

Min Size 5x6 in. Max Size 11.5x13 in.
 Min Quantity 6,000 Max Quantity 10,000.
 \$70 per Thousand, Up To 16 Pages

(All inserts must be sent one week in advance, and all first-time inserts must be approved by L4L.)

Inserts Must be Sent To:
 Lakeland Ledger
 300 West Lime Street
 Lakeland, FL 33815

Ad Size	1x	4x	8x	12x	26x
5x13	975.00	877.50	828.75	780.00	682.50
5x6	450.00	405.00	382.50	360.00	315.00
4x6	360.00	324.00	306.00	288.00	252.00
4x4	240.00	216.00	204.00	192.00	168.00
3x7	315.00	283.50	267.75	252.00	220.50
3x5	225.00	202.50	191.25	180.00	157.50
2x8	240.00	216.00	204.00	192.00	168.00
2x5	150.00	135.00	127.50	120.00	105.00
1x6	90.00	81.00	76.50	72.00	63.00
1x3	45.00	40.50	38.25	36.00	31.50
Rate	15.00	13.50	12.75	12.00	10.50

Color Advertisements add **\$200**

Know any other potential advertisers?

Discount for Referrals **15% off**

Internet Advertising Rates

One Month \$200.00
 Two Months \$250.00
 Three Months \$300.00



JANUARY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

FEBRUARY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28			

MARCH

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

APRIL

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

MAY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

JUNE

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

JULY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

AUGUST

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

SEPTEMBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

OCTOBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

NOVEMBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

DECEMBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

Publication Information

Lush For Life is a bi-weekly publication, printing every second Thursday. The papers are on the racks for a full two weeks, so advertisers not only get to hit a great target audience, but also have a maximum exposure time. Lush For Life prints and distributes on both public holidays and University semester breaks.