

## Print & Website Rate Card

### MAGAZINE PRINT RATE

Print Rate	1x each**	2x**
Full Page	\$9,060	\$15,350
2/3 Page	\$7,660	\$13,900
1/2 Page Vertical Island	\$7,180	\$12,250
1/2 Page Horizontal	\$7,000	\$11,590
1/3 Page (Square or Vertical)	\$4,980	\$9,150
1/4 Page	\$4,300	\$7,900
1/6 Page	\$2,900	\$4,800
1/9 Page	\$700	\$1,200
Two-Page Spread	\$16,790	\$30,590
Four-Page Spread	\$29,790	\$53,800
Premium Positions • Inside Front Cover	N/A	\$18,100
Premium Positions • Inside Front Cover Facing Page	N/A	\$18,100
Premium Positions • Inside Back Cover	N/A	\$18,100
Premium Positions • Outside Back Cover	N/A	\$20,400
Premium Positions • Full Across from Table of Contents, or special features	\$9,600	\$18,000
Premium Positions • Double Page Spread - (in front of Table of Contents)	N/A	\$20,490
Premium Positions • Double Page Spread - (inside editorial well)	N/A	\$18,960
Premium Positions • 3-Page Gatefold - (inside editorial well)	N/A	\$26,600

\*\*Includes 2 year Digital Magazine display and website link

\* **Spring/Summer Edition** - Publication date: March 25

\* **Fall/Winter Edition** - Publication date: Sept. 25

▶▶ Ad insertion deadline due no later than Dec. 15

▶▶ Ad insertion deadline due no later than June 30

▶▶ Disk-ready materials must be received by no later than Jan. 31

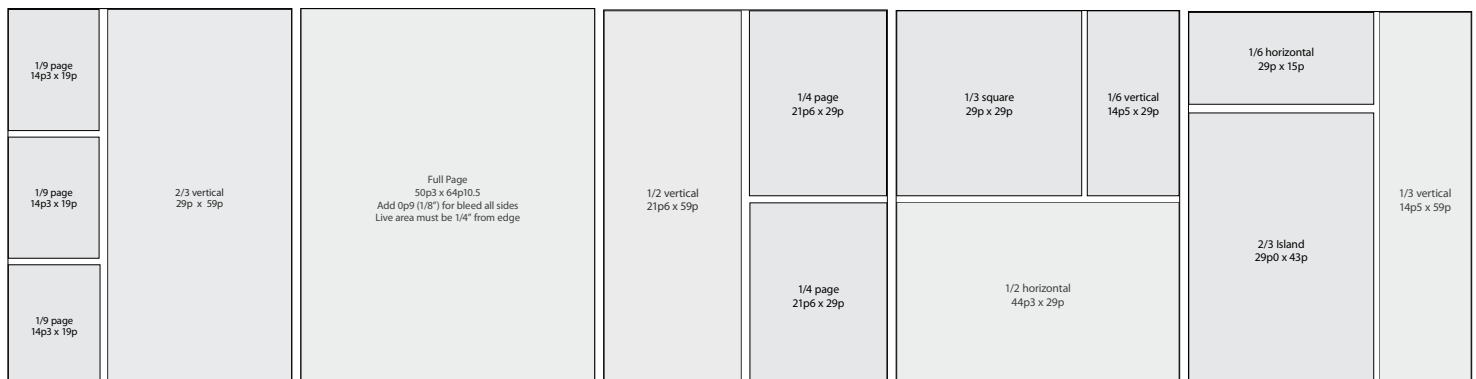
▶▶ Disk-ready materials must be received by no later than July 31

*If you need assistance with your ad design, please discuss the appropriate fee for this production with our company contact.*

## AD SIZES & DIMENSIONS

FOR TECHNICAL GUIDELINES & DIGITAL AD SUBMISSIONS

Visit our Media Guide online at [www.retireingeorgia.com](http://www.retireingeorgia.com)



## PAGE SIZES

AD	W	H		W	H
Full page	50p3	x 64p10.5	or	8.375"	x 10.8125"
1/6 vertical	14p5	x 29p	or	2.4"	x 4.83"
1/3 square	29p	x 29p	or	4.83"	x 4.83"
1/3 vertical	14p5	x 59p	or	2.4"	x 9.8"
2/3 vertical	29p	x 59p	or	4.83"	x 9.8"
1/2 vertical	21p6	x 59p	or	3.6"	x 9.8"
1/2 horizontal	44p3	x 29p	or	7.25"	x 4.83"
1/6 horizontal	29p	x 15p	or	4.83"	x 2.5"
2/3 island	29p	x 43p	or	4.83"	x 7.2"
1/4 page	21p6	x 29p	or	3.6"	x 4.83"
1/9 page	14p5	x 19p	or	2.4"	x 3.167"

## WEBSITE RATE CARD

*For a complete explanation of the following high-impact advertising programs, and for examples of each, please visit our website at:*

*[www.RetireInGeorgia.com](http://www.RetireInGeorgia.com)*

**Note:** Unlike disk-ready print ads, we JPEG files for website ads. To coordinate, please contact Pam Clark, 770.402.6729.

WEBSITE ADVERTISING PROGRAMS	RATE	
Premium Spotlight Logo (12 months)	\$1,500	Rotating display of logo at the "home page" and at least 10 other high-traffic pages. Links and Business Profile included.
Spotlight Logo @ County Level (12 months)	\$500	Rotating display of logo at the "County Home Page" & at least 7 other County high-traffic pages. Links & Business profile included.
Business Profiles @ County Level (12 months)	\$300	Business listing – displays at the county level.
Community Profile Listing (12 months)	\$2,500	Exclusively for residential Communities
Premium Community Spotlight (3 months)	\$3,000	Requires 12-month Community Profile Listing

COUNTY/CHAMBER/CVB PROFILE SUBSCRIPTION PROGRAMS		
Yearly (12 months) subscription	\$1,000	For County, Chamber, and CVB organization only. Displays logo, and a virtual tour of your community (up to 20 photos, descriptions & links), and much, much more! Business Profile included.
Showcase – 6 months	\$500	Showcase requires county/chamber/CVB subscription.
Showcase – 12 months	\$900	Showcase requires county/chamber/CVB subscription.

\* 100% payment for website advertising is due upon contract signing.

**Payments should be made to:** Georgia Lifestyles Publishing, Inc. 2526 Mount Vernon Road, Suite B-214, Dunwoody, GA 30338.  
Phone: 770.402.6729

**Notice:** If payment is not received per the terms of the Advertising Contract, RiGA can not guarantee ad placement. If payment is not made per the above deadlines, all contracts will be considered null and void. There will be a 1.5% per month finance charge on the existing balance in addition to a 10% surcharge for unpaid balances exceeding 30 days past due. In the event of legal collection, the client is responsible for associated legal fees and all accumulated interest fees and surcharges.

**AAA-Approved, Full-Service Ad Agencies** will receive a 15% agency commission for disk-ready materials. However, in-house agencies are not eligible for this discount.

**Disclaimer & Errors or Omissions Policy:** The advertiser or their advertising agency assumes liability for total content (regardless of nature) of all advertisements supplied and assumes responsibility for any claims against the publisher or its agents. Georgia Lifestyles Publishing, Inc., reserves the right to reject any material received at their discretion. We also assume that all materials, claims, and statements utilized in ads are true and correct and will not be accountable for errors or omissions on ads provided. In the event of an error or omission on the part of Georgia Lifestyles Publishing, Inc., a reasonable settlement will be provided, ranging up to 15% of the final billing.