

LIFE

PUBLICATIONS



Life happens... in your community

Life happens in your community...

.. so why not take advantage of it! Advertise your business, trade or special need in one or all of Life Publications' four newspapers. The average weekly community paper remains in the reader's home 4.3 days. 41% of all readers will keep the weekly issue in their home until the next edition arrives.

Advertisers aren't our only customers. When deciding where to spend precious advertising dollars, you should look for a publication that has proven loyal readership.

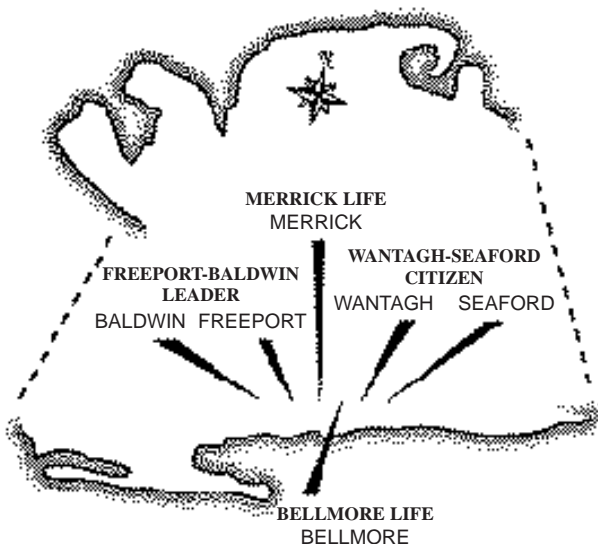
Life Publications has developed such a loyalty among its subscribers by providing decades of journalistic excellence. Each weekly issue features local news, sports, school news, letters to the editor, community events, religious calendars and much more.

Market penetration is more than just a numbers game. Numbers don't lie, but they can be misleading. Some free circulation publications claim high market penetration and home delivery. They deliver mostly to front lawns, driveways, bushes, just about everywhere but into a mailbox. Life Publications' four community newspapers are delivered to the home of our subscribers by the US Postal Service. This ensures your advertising won't be left out in the rain.

In community newspapers, you get what you pay for. Our readers value our newspapers. That's why they are paid subscribers.

When you advertise in Life Publication's community newspapers your message reaches people who choose to receive it. That means your advertising dollar is stretched by not having to pay for wasted circulation.

The rate card will explain all you need to know about advertising in Life Publications and how to get the most out of your advertising dollar.



All around the towns.

Life Publications' The Freeport-Baldwin Leader, Merrick Life, The Wantagh-Seaford Citizen, and Bellmore Life have been an important part of the communities they serve since 1935, 1938, 1953 and 1964 respectively. They are locally owned and staffed by community residents, who also play an active role in civic associations such as the chambers of commerce.

Their achievements have been recognized by professional associations' awards on the national and state levels, but even more meaningful are the many awards presented by the local organizations over the years, awards that prove the newspapers are truly valued in the communities they serve.

Seaford, Wantagh, Bellmore, Merrick, Freeport and Baldwin are all suburban communities located on the south shore of Long Island – with beautiful waterfront homes and parks, excellent schools and many thriving establishments. It's a nice area to visit and an even better place to live, with the added advantage of proximity to New York City.

Each community has its own flavor, and the news in its newspaper is tailored just for it.

Contract and copy regulations

- Forwarding of an order is considered as an acceptance of all rates and conditions of the rate card.
- The publisher of Life Publications (L&M) reserves the right to reject or cancel any advertisements at any time.
- Advertiser and advertising agency will indemnify and hold harmless L&M, its officers, agents, employees and contractors, for all contents supplied to publisher, including text, representations and illustrations of advertisements printed, and defamation, invasion of privacy, copyright infringement and plagiarism.
- We make every effort to avoid error, but neither L&M nor our advertisers are responsible for typographical errors. If at fault, L&M will publish a correction of that portion of the ad where the error appears if the error substantially affects the advertising message. Claims for an error must be made within 7 days of publication.
- The publisher reserves the right to insert the words "Paid Advertisement" above or below any advertisement.
- The advertiser agrees to pay any expense which the publisher may incur in collecting any balance due, including a reasonable attorney's fee and other costs and charges for the collection thereof. Venue for litigation would be Nassau County, State of New York.

Pre-printed inserts get noticed.

Life Publications will insert and deliver your pre-printed inserts. We are a mailed publication so you are guaranteed home delivery to our paid subscribers. Most of our competitors deliver mainly by throwing their publication on a lawn, or in a bush, or a driveway. Our way your insert gets to people who want to read our newspaper and see what our advertisers offer.

Make a splash with a dash of color.

Life Publications offers as a service to our advertisers select pages and sections that can be printed in color. A recent Newspaper Advertising Bureau study shows color sold 75% more merchandise than a black & white ad in the first week of the sale. See your advertising representative for more information on color rates.

Mechanical size requirements.

The following is a list of the standard advertising sizes used by Life Publications

Full Page	(4 x 14")	9.75" x 14"
3/4 V.	(3 x 14")	7.25" x 14"
3/4 H.	(4 x 10 1/2")	9.75" x 10.5"
2/3 H.	(4 x 9")	9.75" x 9"
2/3 V.	(3 x 12")	7.25" x 12"
1/2 V.	(3 x 9 1/8")	7.25" x 9.125"
1/2 V.	(2 x 14")	4.75" x 14"
1/2 H.	(4 x 6 7/8")	9.75" x 6.875"
1/3 V.	(2 x 9")	4.75" x 9"
1/3 H.	(3 x 6")	7.25" x 6"
1/3 H.	(4 x 4 1/2")	9.75" x 4.5"
1/4 V.	(2 x 6 7/8")	4.75" x 6.875"
1/4 V.	(1 x 14")	2.25" x 14"
1/4 H.	(3 x 4 5/8")	7.25" x 4.625"
1/5 V.	(2 x 5")	4.75" x 5"
1/6 H.	(2 x 4 3/8")	4.75" x 4.375"
1/8 V.	(1 x 6 7/8")	2.25" x 6.875"
1/8 H.	(2 x 3 3/8")	4.75" x 3.375"
1/12 H.	(2 x 2 1/4")	4.75" x 2.25"
1/16 V.	(1 x 3 3/8")	2.25" x 3.375"
1/16 H.	(2 x 1 5/8")	4.75" x 1.625"

MECHANICAL REQUIREMENTS

Width of typed page: 9 3/4"

Depth of page: 14"

Single Column Width: 2 1/4"

Width of each addit. column: same

4 columns to a page

Column depth in lines: 196

Number of lines to a page: 784

Printed by offset. JPEG and PDF files email to LMads@optimum.net.

Tear sheets, complete copy of publication, and media package available upon request.

Special issues throughout the year.

JANUARY

MARTIN LUTHER KING

FEBRUARY

BRIDES/VALENTINES

MARCH/APRIL

SPRING - Home fashions, gardening, and of course, new wardrobes.

Home Improvements

MAY

MOTHER'S DAY - The second biggest retail season of the year.

SUMMER FUN - Promoting waterfront activities

JUNE

GRADS - Gifts and plans for the future.

FATHER'S DAY

AUGUST

BACK TO SCHOOL - From preschool to grad school and careers.

OCTOBER

HOME FASHIONS - Making homes beautiful for the holidays

NOVEMBER

HOLIDAY GIFT GUIDE - The biggest retail season of the year.

A gency Advertising rate information

BELLMORE LIFE

1.21 Cents a line \$16.94 Column inch \$16.77 SAU

MERRICK LIFE

1.29 Cents a line \$18.06 Column inch \$17.88 SAU

THE CITIZEN

1.13 Cents a line \$15.82 Column inch \$15.66 SAU

THE LEADER

.70 Cents a line \$9.80 Column inch \$9.70 SAU

Rates above include 15% Agency commission. An additional 5% discount will be given if the same ad runs in three or more papers in the same week.

POSITION REQUESTS

Request for special positions will be given consideration. However we cannot guarantee position.

C lassified ad rates

Line ads: \$27 Box ads - 8 lines/25 words: \$35

4x rate: \$30/week 6x rate \$27.50/Week

13x rate: \$26/week 26x Rate: \$23.50/week.

DISPLAY CLASSIFIED

Merrick Life only: \$38.12

Bellmore Life only: \$35.80

The Citizen only: \$31.50

The Leader only: \$18.10

LEGAL NOTICES

Our newspapers fulfill the requirements of "newspapers in general circulation". Your legal notice can run in Merrick Life, Bellmore Life, The Citizen or The Leader. The cost is considerably less than the daily newspapers charge. Call your advertising representative for more information.



B ellmore Life

est. 1964

Jill Bromberg, *Sales Manager*
Bellmore, NY 11710
1840 Merrick Avenue, Merrick, NY 11566

(516) 378-5320 Fax: (516) 378-0287

Ad Closing Time: Friday 5 p.m.

Published: Wednesday

Total Circulation: 2,478

Subscription Price: \$20.00/year • .75/ea.

M errick Life

est. 1938

Jill Bromberg, *Sales Manager*
Elaine Spiro, *Account Executive*
1840 Merrick Avenue, Merrick, NY 11566
(516) 378-5320 Fax: (516) 378-0287
Ad Closing Time: Monday 5 p.m.

Published: Thursday

Total Circulation: 3,927

Subscription Price: \$28.00/year • .75/ea.

T he Citizen

est. 1953

Jill Bromberg, *Sales Manager*
Paul Roberts, *Account Executive*
1840 Merrick Avenue, Merrick, NY 11566
(516) 378-5320 Fax: (516) 378-0287

Ad Closing Time: Tuesday 4 p.m.

Published: Thursday

Total Circulation: 2,969

Subscription Price: \$18.00/year • .75/ea.

T he Leader

est. 1935

Jill Bromberg, *Sales Manager*
1840 Merrick Avenue, Merrick, NY 11566
(516) 378-5320 Fax: (516) 378-0287

Ad Closing Time: Friday noon (prior to pub.)

Published: Thursday

Total Circulation: 1,105

Subscription Price: \$17.00/year • .75/ea.

Life Publications are published weekly by L&M Publications, Inc.
1840 Merrick Avenue, Merrick, NY 11566 (516) 378-5320 Fax: (516) 378-0287

WHY CHOOSE A WEEKLY NEWSPAPER?

- The following information was taken from independent surveys done by the Marist Institute for Public Opinion (Public Attitudes on Weekly Community Newspapers: A New York State Survey) and the Center for Social & Demographic Analysis, SUNY Albany.
- Weeklies are the most important source of local and community news according to 80% of their readers.
- Weekly community newspapers provide significant, timely information in a way that cannot be matched by any other form of communication.
- Weeklies are widely read and have exclusive readership not reached by daily publications. All Life Publications have a combined paid circulation of over 17,000 homes which means we reach over 38,000 people weekly.
- More than 40% of the paid subscribers keep each issue in the home for at least a full week.
- Readers of weeklies have higher incomes, are more likely to have a college education and to own their own homes than are non-readers.
- Weeklies in New York State attract a higher number of readers (66+%) who are active in community groups such as schools, churches, sports activities and cultural organizations.

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Weeklies do it better!