



Movie Rates*

13 of 52 Weeks	Mon - Thurs	Fri - Sat	Sunday
3x per week	\$92.54	\$97.65	\$113.46
7x per week	\$81.34	\$93.90	\$101.18

52 of 52 Weeks	Mon - Thurs	Fri - Sat	Sunday
3x per week	\$83.34	\$87.93	\$102.17
7x per week	\$74.96	\$80.35	\$93.04
Flat Movie Rate	\$87.49	\$92.39	\$107.87

Movie Studios	Mon - Thurs	Fri - Sat	Sunday
	\$83.48	\$88.09	\$102.84

*per column inch, full run

Deadlines

Proof Deadlines:

All printing materials, layout and copy must be received by the specified proof deadlines in order for the advertiser to receive proofs. If copy is accepted after the proof deadline, no proof is shown to the advertiser. Credit will not be given for errors in ads or ad corrections submitted after deadlines.

Camera-Ready Ads:

A "camera-ready" ad is considered ready to print "as-is". If any changes, corrections, deletions or other handling is required the ad is not considered camera-ready and "proof" or "no proof" deadlines must be followed.

TO SEE A PROOF:

Day of Publication	Space Reservation	Final Corrections Due
Tuesday Life.....	Wednesday 5pm.....	Friday 2pm
Wednesday Life.....	Thursday 5pm.....	Monday 2pm
Thursday EAT.....	Friday 5pm.....	Tuesday 2pm
Friday Life.....	Tuesday 5pm.....	Wednesday 2pm
Saturday Life.....	Wednesday Noon.....	Thursday 2pm
Sunday Life.....	Tuesday 5pm.....	Thursday 2pm

NO PROOF/CAMERA READY:

Day of Publication	Space Reservation	Camera Ready Copy Due
Tuesday Life.....	Thursday 5pm.....	Friday 2pm
Wednesday Life.....	Friday 5pm.....	Monday 2pm
Thursday EAT.....	Monday 2pm.....	Tuesday 2pm
Friday Life.....	Wednesday 2pm.....	Wednesday 2pm
Saturday Life.....	Wednesday Noon.....	Thursday 4pm
Sunday Life.....	Wednesday Noon.....	Thursday 2pm

Effective January 1, 2021

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