

Updated March 2016



2016

THE  
KEY  
TO  
A  
BETTER  
MOM

LIVE.LEARN.LAUGH.REPEAT.

# goodLIFEfamily

The Go-To Source for Parents of Kids Tweens to Twenties

GOODLIFEFAMILYMAG.COM



# about us

There are two things parents hope to give their children: roots and wings. But it's often hard to know if the decisions we're making are the right ones, especially when the world is changing so quickly. *Good Life Family* is a resource for parents with kids tweens to twenties.

*Good Life Family* helps navigate the challenges of raising good kids — kids who will find their own paths to happiness. It also offers support and resources for the “sandwich generation,” those who are sandwiched between raising their kids and caring for aging parents. Extensive and insightful content addresses the daily joys and struggles of finding a balance between kids and parents while keeping ourselves sane in the process. Our feature topics include relationships, health, financial security, philanthropy, travel and fashion.

*Good Life Family* also celebrates parents who are making a difference in their families, their communities, and to those in need. You'll meet inspiring women and men who have stared down life's challenges, survived and are now willing to share their journey with you.

*Good Life Family* is committed to making a difference in the lives of our families, friends and communities as the go-to source for parents of kids tweens to twenties.

*We're living, we're learning, and most important, we're laughing. We hope you will too.*



# reader profile

The *Good Life Family* reader is a busy mom or dad raising kids ages 12 to 21. They work hard and are active in the community, but these parents' top priority and greatest sense of accomplishment comes from parenting.

They multi-task every day — from running carpool to coaching teams, from teaching their teens to drive to getting dinner on the table, and from starting a college education fund to visiting campuses. In many cases, our core readers are also caring for their own parents and coping with the challenges of managing their busy home lives while finding the time and resources to help their aging parents mentally, physically and financially.

*Good Life Family* parents are active and want to stay fit. They de-stress by being social, traveling and relaxing at home. They enjoy a lifestyle that is commensurate with their hard work, including creating a home life that will build memories and leave a lasting legacy for their families.



**Average age is 35-62 with children 12-21**

**78% Moms • 22% Dads**

**Baby Boomers • Gen X • Sandwich Gen**

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# reader profile

## GENERATION X

FIRST GENERATION FOR FOCUS ON "WORK-LIFE BALANCE"  
BROUGHT TECHNOLOGICAL ADVANCES INCLUDING GOOGLE™, YOUTUBE™ AND AMAZON™  
23% HAVE MASTERS DEGREES OR HIGHER  
78% OWN A HOME  
SPEND AN AVERAGE OF \$8311. ANNUALLY ON FOOD AND ALCOHOL  
SPEND AN AVERAGE OF \$2499. ANNUALLY ON HEALTH CARE  
SPEND AN AVERAGE OF \$7175. ON PERSONAL INSURANCE AND PENSIONS  
EARN AN AVERAGE HH INCOME OF \$101,159 PER YEAR

## BABY BOOMERS

SPEND AN AVERAGE OF \$58/MONTH ON GYM MEMBERSHIPS  
SPEND AN AVERAGE OF \$86/MONTH ON CONCERT TICKETS  
DINE OUT AN AVERAGE OF 220 TIMES PER YEAR  
IN 2015, THOSE AGED 50+ TO REPRESENT 45% OF US POPULATION  
WILL LEAVE AN AVERAGE OF \$340,000 TO EACH OF THEIR CHILDREN  
OUT SPEND OTHER GENERATIONS BY \$400 BILLION EACH YEAR ON CONSUMER GOODS AND SERVICES  
IN TEXAS, THEY SPEND AN AVERAGE OF \$10,549 PER YEAR ON COLLEGE TUITION

## SANDWICH GEN

24 MILLION PEOPLE AND GROWING  
38% OF THE TOTAL POPULATION  
AVERAGE AGE 48  
7 OUT OF 10 WORK  
CARES FOR PARENT 74 AND OLDER  
HAS KIDS AT HOME UNDER 18

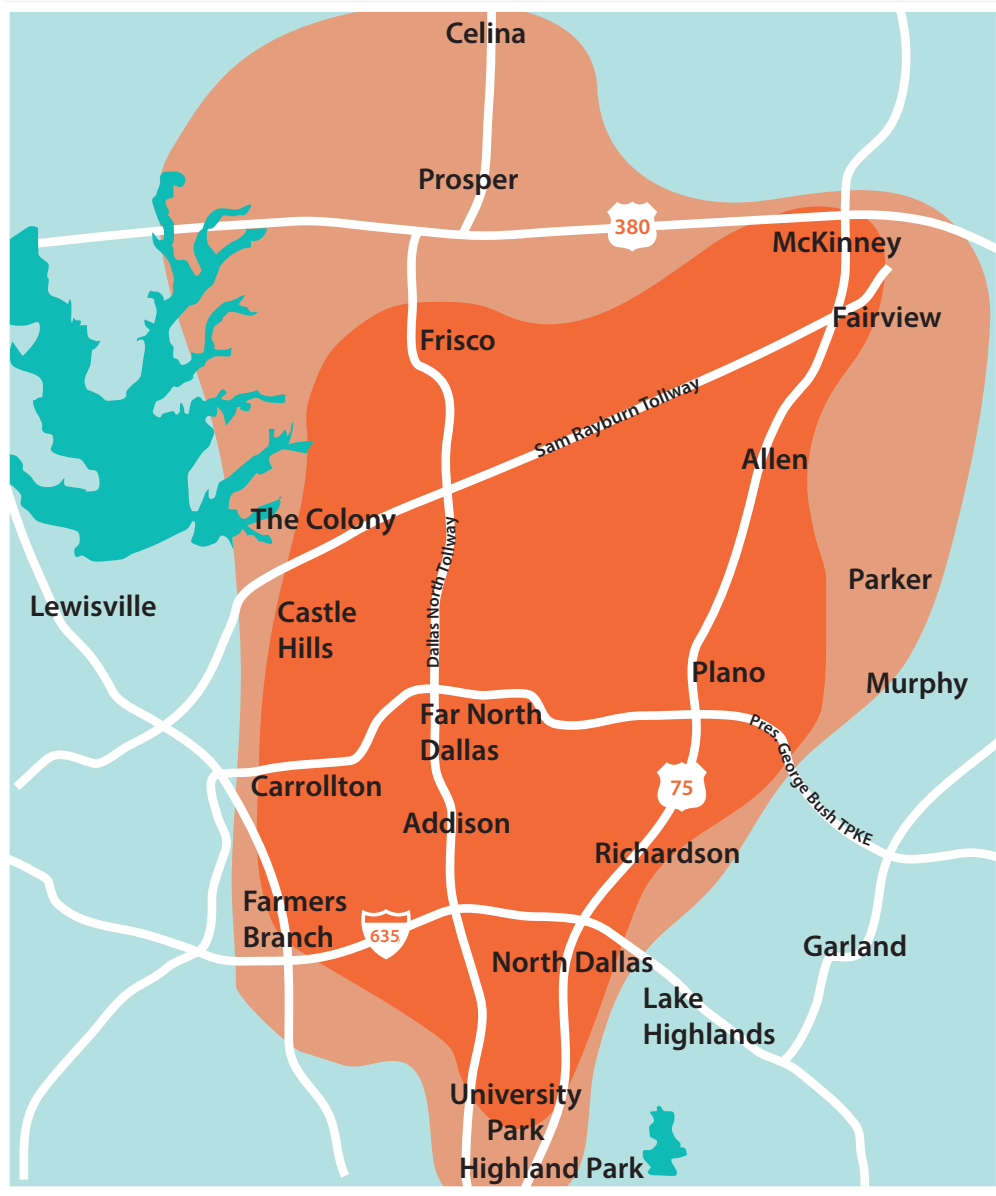


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# circulation

Good Life Family magazine is a free publication, supported by advertisers and sponsors.



• **Estimated readership of 47,300 per issue**

• **7,700+ Print Subscribers**

• **4,500+ Digital/Email Subscribers** (grows by hundreds each month)

• **300+ Distribution Sites**

• **8,000+ Monthly Page Views on goodlifefamilymag.com**

■ Primary Trade Area (Subscriptions, Direct Mail and Distribution Sites)

■ Secondary Trade Area (Subscriptions, Direct Mail and Distribution Sites)

## Direct Mail Concentration\*

North Plano 75024, 75025	North McKinney, Prosper 75071, 75078
West Plano 75023, 75075	North Carrollton, Castle Hills 75007, 75010, 75056, 75287
Far West Plano 75093, 75252, 75287	Murphy, Parker, East Plano 75074, 75082, 75094, 75002
	Addison, Carrollton, North Dallas 75001, 75006, 75234
	West Richardson, North Dallas 75080, 75240, 75254, 75248
Frisco 75033, 75034, 75035	The Colony 75056
	North Dallas, Park Cities 75205, 75225, 75230, 75229
	Allen, Lucas, Fairview 75002, 75013, 75069
	McKinney 75070, 75069, 75002 75013

\*Partial Zip Code Distribution

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# distribution

Good Life Family magazine is distributed to over 300 locations throughout the Greater Dallas area and growing with every issue!

**Want to be a distribution site for Good Life Family magazine?** Contact Tricia White at [Tricia@goodlifefamilymag.com](mailto:Tricia@goodlifefamilymag.com) or 214.725.1981.

## ALLEN

**Market Street | Allen**  
**Tom Thumb | W McDermott**  
**Watters Creek Visitor Office**

6 Day Dental  
Allen Car Wash  
Allen Event Center  
Allen Orthodontics  
Cindy's School of Dance  
Envision Imaging  
Frog Café  
Mooyah Burgers  
Texas Family Fitness  
The Lion and Crown  
The Loft  
Sublime Chocolate Bar  
White House Black Market  
Vibe Yoga Studio

## CARROLLTON

**Albertsons | Carrollton**  
Alfredo's  
Baylor Medical Center at Carrollton  
Baylor Scott & White  
Buffalo Wings  
Cafe Brazil  
Carrollton Sushi  
Children's Dental Specialists  
ChopShop Sports  
Family Medicine Association  
Fruitalicious  
Indoor American Sports  
Physio Fit

## THE COLONY

Baylor Family Clinic

## DALLAS

**Albertsons | Dallas**  
**Central Market | Dallas**  
**Tom Thumb | Snider Plaza**  
**Tom Thumb | Villanova**  
**Tom Thumb | Royal Lane**  
**Tom Thumb | Preston Road**  
**Tom Thumb | Northwest Hwy**  
**Whole Foods | Lomo Alto**  
**Whole Foods | Park Lane**  
**Whole Foods | Preston & Forest**  
Adolescent Health Associates  
Advance ER | Dallas  
Advance ER | Park Cities  
Amberjax Fish Market Grille | Trinity Grove  
Athleta | Preston Road  
Beckloff Behavioral Health  
Bliss Speech & Hearing  
Bolsa  
Bolsa Mercado  
Busy Body | Addison  
Busy Body | Preston Road  
Breadwinners | W Lovers  
Brynn Bagot Public Relations  
Cafe Fino  
Cafe Brazil | Central Expressway  
Car Spa | Addison  
Car Spa | Dallas  
CARE  
Chicken Scratch  
Churchill Recreational Center  
Cindi's NY Delicatessen | Central  
Cindi's NY Delicatessen | Campbell  
Coffee House Café  
Congregation Shearith Israel  
Cooper Fitness Center  
Corner Bakery | Belt Line  
Dallas Children's Theater  
Dallas Counseling Center

Dallas Photo Studio  
Dancing Angels  
Deli News  
Dream Café | Addison  
Ed Kellum & Son  
Elie Tahari | Northpark  
Envision Imaging  
Fat Straws  
Flying Fish  
Girl Scouts of North East Texas  
Girls to Women Health & Wellness  
Go Federal Credit Union  
Grand Spa  
Grandy Orthodontics  
Grant Haliburton Association  
Guaranty Bank & Trust  
Gymnastics Place  
Highland Park Endodontics  
HopDoddy | University Park  
HopDoddy | Uptown  
Huntington Learning Center  
Insights Therapy  
Jewish Community Center  
Kenny's Wood Fired Grill  
Kim Hunter Medical Office  
KLIF Radio  
Kuby's Sausage House | Snider Plaza  
Lazy Dog Restaurant  
Lepley Orthodontics  
Mathnasium  
New Friends New Life  
Oceanaire Seafood Restaurant  
Oral Health Solutions  
Orange Theory Fitness | Preston  
Orange Theory Fitness | Walnut Hill  
Orsinger, Nelson, Downing and Anderson, LLP  
Parker School Uniforms  
PediaQ  
Power House Dance

Preston Park Health & Wellness  
Preston Road Pharmacy  
Reveal | West Lovers  
Renner Frankford Library  
Richland College  
Royale Ballet  
Royal Sushi  
Salon Jean Claude  
SMOKE Restaurant  
Smoothie Factory  
Spork Restaurant  
Sportsplex  
STARPOWER | Cole and Central  
STARPOWER | North Dallas  
Stuart Weitzman | Northpark  
St Bernard Sports | Park Lane  
St Bernard Sports | W Lovers  
Team Sports  
The Theodore Restaurant  
Tips on Trips & Camps  
Trina Turk  
Victory Step Test Prep  
Village on the Parkway Visitor Center  
YMCA Dallas | Town North

## FAIRVIEW

Stacy Road Pet Hospital  
Gandy Orthodontics  
Palios Pizza

## FRISCO

**Market Street | Frisco**  
Baylor Outpatient Services  
Benham Orthodontics  
Blue Door  
Centennial Hospital  
Chalmers Wellness Center  
Coffee N Cream



**FRISCO (continued)**

Collin College Bookstore  
 Drug Crafters  
 Family Health Market  
 Frisco Counseling & Wellness  
 Frisco Family Eye Care  
 Frisco Medical Center  
 Frisco Mercantile  
 Frisco Library  
 Frisco Lifestyle Management  
 Fruitilicious  
 Gandy Orthodontics  
 Gideon Math & Reading  
 Global Peace Factory Coffee House  
 Juicer Heroes  
 Kenny's Burger Joint  
 Kumon | Eldorado  
 Main St. Family Physicians  
 My Gym  
 Paciugo  
 Pediatric ER  
 Power House of Dance  
 Primary Care & Internal Medicine  
 Pure Plates  
 Seay Behavioral Health  
 Sports Clips  
 Stonebriar Spa  
 Stonebriar Veterinary Center  
 Studio Dance | Frisco/Main  
 The Float Spot  
 Tieperman Health & Wellness  
 Warrior Martial Arts Academy  
 YMCA | Frisco/Main  
 Zen Nails

**McKINNEY**

Cooper Fitness Center  
 E care  
 Envision Imaging  
 First Choice Emergency Room  
 Diggin' It

Dr. Pepper Star Center  
 Local Yocal  
 McKinney College  
 McKinney Library/DT  
 McKinney Public Library  
 Palio's Pizza  
 Rick's Chophouse  
 Run On!  
 Sunstone Yoga  
 YMCA  
 Zenith Elite Gymnastics Academy

**MURPHY**

Advanced Chiropractic  
 Einsteins  
 First Choice ER  
 Run On!  
 Smiles at Murphy  
 Yogurtville

**PLANO**

**Albertsons | Plano**  
**Market Street | Plano**  
**Tom Thumb | Alma**  
**Tom Thumb | Legacy Dr.**  
**Tom Thumb | W Parker**  
 Aim for Wellness  
 Apple Orthodontics  
 Bill Hogan Concussion Center  
 BN Behavior Network  
 Breadwinners Café  
 Busy Body  
 C2 Education  
 Café Bohemia  
 Cafe Brazil  
 Car Spa | Plano  
 Coffee House Café  
 Chaiken and Chaiken, LLC  
 Christ United Methodist Church  
 Collin County Community College  
 Courtyard Theater

Dr. Sandy Gluckman, Parents Take Charge  
 Einsteins  
 El Queso | Parker  
 Elliots' Hardware  
 Envision Imaging  
 Explore Horizons  
 Fat Straws  
 First Choice ER  
 Frisco Spine  
 Gazebo Burger  
 Gentle Family Dentistry  
 Goodfellas  
 Haggard Library  
 Hiatus Spa  
 Jamba Juice  
 Juicer Heroes  
 Kenny's Burger Joint  
 Kids Dental Plano  
 Liberty Rec Ctr  
 Luke's Locker  
 Main Street Bakery  
 Mama's Daughter's Diner  
 Massage Green Spa  
 Medical City Children's Hospital  
 Plano Mercedes Benz  
 Ohio Drive Animal Hospital  
 Orange Theory Fitness | Dallas Pkwy  
 Paciugo | Park & Preston  
 Parker School Uniforms  
 Paws & Claws Animal Hospital  
 Prince of Peace Christian School  
 Prince of Peace Catholic School  
 Plano Children's Theater  
 Plano Dermatology  
 Plano Medical Center  
 Plano Sports Authority  
 Prestonwood Baptist Church/School  
 Potbelly | Legacy  
 Psymed Solutions  
 Qdoba  
 SMG Wealth Advisors

SMOKE Plano  
 Spezzo Italian Restaurant  
 The Car Spa  
 This Side Up Family Fun Center Tom  
 Muehlenbeck Rec Center  
 Victory Step Test Prep  
 Village Health Partners  
 Wells Brothers Farm Store  
 Willowbend Fitness  
 WingStop | Dallas Parkway  
 Women's Specialists of Plano  
 World Market | Asian Market  
 Yao Fuzi  
 YMCA | Plano/McDermott  
 Yumilicious Yogurt

**RICHARDSON**

**Tom Thumb | W Campbell**  
 Arnold M Stokol OD & Associates  
 Campbell Green Rec Center  
 Camper Rogers Wealth Management  
 Children's Dental Specialists  
 Cindi's New York Deli | Campbell Road  
 Fuzzy's Taco Shop  
 Heights Rec Center  
 Natural Grocers  
 Richardson Mercantile  
 Richardson Memorial Hospital  
 Richardson Public Library  
 Richardson Regional Medical Center  
 Smoothie Factory  
 String Bean



# editorial content

## THE EDITORIAL ADVISORY BOARD

If you have questions, we have answers. We've gathered experts whose advice, wisdom and counsel will help guide the direction of the magazine and website. Our board includes doctors, educators, counselors, nonprofit executives, TV and radio personalities and community leaders. They're here to make sure we empower you with the best advice possible on almost any subject you can think of.

### **Dr. Dean Beckloff**

Pediatric Therapist

### **Dr. Kwabena Blankson**

Adolescent Medicine Physician

### **Dr. Sandy Gluckman**

Functional Behavior & Health Coach

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The Grant Halliburton Foundation

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Assistant High School Principal

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Elder Care Expert

### **Dr. Susan Sugerman**

Adolescent Medicine Physician

### **Kelly Waterman**

Special Needs Advocate

## GOOD LIFE FAMILY'S FEATURED CONTENT

### **goodHEALTH**

Topics include health and wellness, nutrition, fitness, mental health, eating disorders, and more for our parents and their children, tweens to twenties.

### **INgoodSHAPE**

Tips for getting or staying in shape, including starting or joining a walking/running/cycling group, personal training, making time to work out, finding the right gym, etc.

### **goodTO GO**

Advice from internationally known travel advisor Rick Seaney, plus how to find the best deals, best destinations for families with older kids and travel tips.

### **goodADVICE**

Answers to often overwhelming legal questions, including home liability, wills, trusts, personal injury, family matters and more.

### **goodLOOKS**

Fashion trends and looks for every occasion...from luncheons to date night, homecoming to prom, GLF fashion editors pull together looks for every age!

### **goodREADS**

GLF's book reviews and recommendations are sure to spice up your reading list for you or your book club.

### **goodKIDS AWARD**

Meet kids, middle school through college, who are doing something right, reinforcing the good in our communities by shining a light on role models. GLF is taking nominations! Visit [goodlifefamilymag.com](http://goodlifefamilymag.com) to nominate someone you know!

### **VIPAWARD**

Our VIP (Very Inspiring Parent) Award honors the everyday, and not-so-everyday, heroes in our midst. Those whose courage inspires others, in spite of the challenges life has thrown at them. GLF is taking nominations! Visit [goodlifefamilymag.com](http://goodlifefamilymag.com) to nominate someone you know!

### **goodDEEDS**

Philanthropies, charitable organizations and individuals who are making a difference in our communities and in the lives of our families.

### **goodTIMES**

Our community calendar of events PLUS highlights from luncheons, parties, proms, galas, school events, concerts, and more. Selfies welcome!

### **goodTO KNOW**

In each issue, we will delve into the most important and essential issues impacting our lives and the lives of our kids tweens to twenties.

### **goodOLE DAYS**

Our readers are often part of the 'sandwich generation' so we will cover issues and topics like milestone celebrations, finding senior living, helping with wills and advance directives and finding counsel for health, legal and financial matters.

### **goodLIVING**

From house renovation and outdoor decor to family fun at home, GLF focuses on the resources you need to live the good life!

### **goodEATS**

Our Dining Guide promotes local restaurants from family-friendly eateries to date night destinations, while recipes and restaurant reviews help with any family dining dilemmas.

### **goodJOBS**

Working with job banks and local businesses, we'll let you know who is hiring, whether it's part-time work for high school students; internships for college students and graduates; a full-time job for moms or dads who have stayed home to raise their kids and are ready to go back to work; and meaningful work for readers' parents who are not ready to completely retire.

### **EMBRACE!**

We are researching and covering important, educational and inspiring content to support families with differently-abled children.

## 2016 Editorial Features & Special Sections

*Good Life Family* magazine helps navigate the challenges of raising good kids with extensive and insightful content addressing the daily joys and struggles of finding a balance between kids and aging parents. The following features are in every issue of GLF:

**HEALTH & WELLNESS • FASHION • TRAVEL • DINING GUIDE • FINANCIAL & LEGAL ADVICE • PHILANTHROPY  
HOME LIVING • VIP AWARD • GOOD KIDS AWARD • EVENTS CALENDAR & PHOTOS**

Below are the upcoming **SPECIAL SECTIONS AND FEATURES** for each issue in 2016!

January | February 2016 *Celebrate!*

- **Special Section: The Ultimate Travel Guide**
- Adults Going Back-To-School
- Teen Dating Violence Awareness
- Red Hot Valentine's Day Gift Guide

March | April 2016 *Spring Forward!*

- **Special Section: Summer Camps & Programs**
- **Special Section: Prom Night**
- **Special Section: Embrace!**
- Outdoor Living
- Health Feature: Cancer

May | June 2016 *Finding Balance*

- **Special Section: Dream Homes**
- Moms, Dads and Grads Gift Guide
- Health Feature: Osteoporosis
- Finding You Time
- Sizzling Summer Fashion

July | August 2016 *Summer Fun Issue*

- **Special Section: A Guide to Summer Fun**
- **Special Section: Back to School**
- **Special Section: Your Best You**
- Sports and Fitness Injuries
- Meet the Millennials
- College Life
- Men's Health

September | October 2016 *Seasons of Change!*

- **Special Section: Top Docs**
- **Special Section: Holiday Planning Guide**
- Social Media Revolution
- The Sandwich Generation
- Sleep Deprivation

November | December 2016 *The Holiday Issue*

- **Special Section: Holiday Gift Guide**
- **Special Section: Family Fun & Entertainment**
- Traditions are Celebrating Family
- Health Feature: Stress



# advertising packages

*Good Life Family Magazine's* advertising packages give you the opportunity to maximize your reach and engagement with our audience. Each package includes special section and main publication options both in print and online.

*Each package includes:*

**AD IN GLF'S GLOSSY PRINT MAGAZINE**

**FLIPBOOK E-MAGAZINE (WITH HYPERLINK TO YOUR SITE) ON GOODLIFEFAMILYMAG.COM**

**DIGITAL AD ON GOODLIFEFAMILYMAG.COM**

**EDITORIAL CONTENT IN GLF PRINT MAGAZINE AND GOODLIFEFAMILYMAG.COM**

**SOCIAL MEDIA PROMOTION**

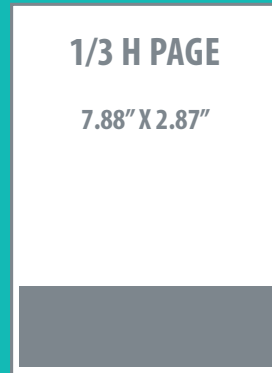
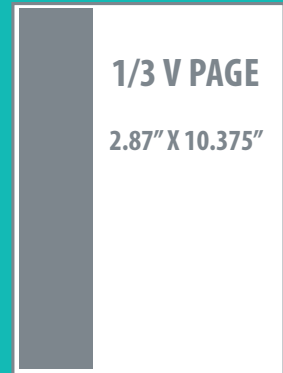
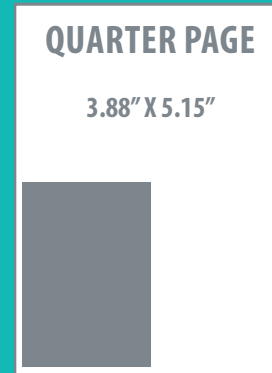
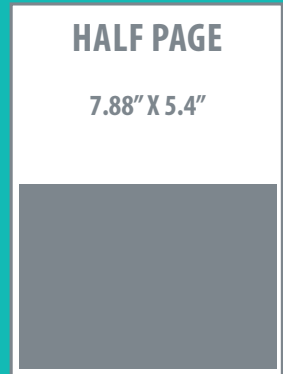
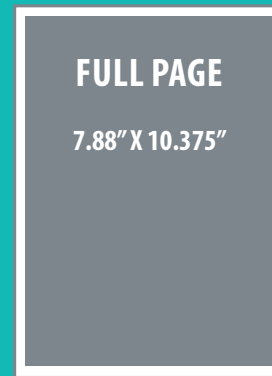
**NETWORKING AND COMMUNITY/PUBLIC RELATIONS OPPORTUNITIES**

*Package prices are determined by ad size and frequency.*

	<b>FULL PAGE</b>	<b>HALF PAGE</b>	<b>1/4 PAGE   1/3 PAGE</b>	<b>BIZ CARD</b>	<b>BACK COVER</b>	<b>INSIDE COVER</b>	<b>CONTENTS 1/3 V</b>
<b>1X</b>	2300	1200	625	350	3450	2875	2000
<b>3X</b>	2070	1080	563	315	3105	2588	1800
<b>6X</b>	1840	960	500	280	2760	2300	1600

*Rates as of January 2016. Rates subject to change, but frequency contracts will always be honored.*

*We honor a 15% discount for non profit organizations and schools.*



*Please allow an additional .25\"/>*

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# digital advertising

**GoodLifeFamilyMag.com** and our weekly GLF Newsletter eBlasts boast a strongly engaged audience to give your marketing even more pop!

- **Goodlifefamilymag.com** receives over 4,000 page views per month and our engagement has *grown by 50% since March 2015!*
- The GLF Weekly eBlast Newsletter is delivered to over 4,000 subscribers each week and has an average open rate of 34%, *twice that of the industry standard.*

## DIGITAL MARKETING OPPORTUNITIES

- Goodlifefamilymag.com Leaderboard Ad | \$450 per month
- Goodlifefamilymag.com Island Ad or Video | \$325 per month
- Goodlifefamilymag.com Digital Article written by GLF staff | \$500  
(*max 750 words; client provides up to 2 photos; article included in one, GLF Weekly eBlast Newsletter*)
- Goodlifefamilymag.com Digital Article supplied by client | \$375  
(*maximum 750 words and GLF approves/proofreads prior to posting*)
- GLF Weekly eBlast Newsletter Island Ad | \$500 for 2 insertions

## DIGITAL SPECS

*No flash animation accepted.*

**Leaderboard Banner** | 728 x 90 pixels | 140 kilobyte max

**Island** | 300 x 250 pixels | 80 kilobyte max

**Video** | 300x 250 pixels 30 second max

*No video is hosted locally and must be hosted on publicly accessible YouTube or Vimeo account for content delivery.*

*Good Life Family magazine can design and create your print and digital ads as well as update them on a regular basis for multiple insertions. Please ask for details.*



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**GOODLIFEFAMILYMAG.COM**





# terms & conditions

1. All products and services must be approved by the publisher before acceptance of insertion order. All copy subject to approval. Good Life Family reserves the right to reject or cancel any advertising for any reason at any time.
2. No conditions, printed or otherwise, appearing on contracts, orders or copy instructions that conflict with the publisher's policies will be binding on the publisher. Orders specifying positions other than covers are accepted only on a request basis.
3. Failure to make the order correspond in price or otherwise with the rate schedule is regarded only as a clerical error and publication will be made and charged for according to terms of schedule in force without further notice.
4. The advertiser and its agency, if there is one, each represents that it is fully authorized and licensed to use (1) the names and likenesses of all persons appearing in advertisement, (2) all copyrighted or trademarked material and (3) all testimonials contained in all advertisements submitted by or on behalf of the advertiser and published in Good Life Family, and that such advertisements are neither libelous, an invasion of privacy, or otherwise unlawful or infringe on the rights of any third party. The advertiser and its agency each agree to indemnify and save harmless SLP & Company, publisher of Good Life Family, against all loss, liability, damage and expense arising out of the copying, printing, or publication and distribution of such advertisement.
5. The agency and advertiser agree not to make promotional or merchandising reference to Good Life Family in any way except with the express written permission of the publisher for each use. Publisher's acceptance of an advertisement for publication in Good Life Family does not constitute an endorsement of the product or service advertised. No advertiser or agency may use the Good Life Family name or logo without publisher's prior written permission for each such use.
6. Advertisements simulating Good Life Family editorial matter in appearance or style must be clearly defined and labeled "Advertisement" and are subject to publisher's approval.
7. When change of copy is not received by closing date, copy run in previous issue will be inserted.
8. Advertiser and agency agree that the publisher shall not be subject to any liability whatever for any failure to publish or circulate all or any part of any issue or issues because of strikes, work stoppages, accidents, fires, acts of God or any other circumstances not within the control of the publisher.
9. The publisher's liability for any error will not exceed the cost of the space.
10. The publisher assumes no liability for errors in key numbers or, if for any reason, it becomes necessary to omit an advertisement.
11. Publisher shall have the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to publisher for advertising which advertiser or its agency ordered and which advertising was published. "Disclaimers" and "sequential liability" are not acceptable by SLP & Company, LLC.
12. Announcement of any rate change will be made at least 60 days in advance of the closing date of the first issue affected. Orders for issues thereafter will be accepted at equal rate prevailing.
13. Orders for cover pages are non-cancelable. Other pages are non-cancelable after rate card issue closing date.
14. For advertising units less than full-page size, insertion orders must specify if advertisement is vertical or horizontal configuration. Insertion orders for all advertising units must state whether advertisement carries a coupon.
15. A copy of any proposed insert must be submitted to publisher prior to printing of the insert. In no event shall publisher be responsible for any errors or omissions in, or the production quality of, any furnished insert.
16. Credit Policies
  - Terms: net 30 days.
  - Finance charge of 1.5% per month for invoices outstanding beyond 30 days.
  - Invoices rendered on or about on-sale date.
  - New advertisers must supply acceptable credit references and cash with order.
17. Good Life Family's ABC-compliant digital replica contributes toward rate base. Advertisers can choose to opt out at time of print space close but rate/rate base will not be adjusted.