



**SouthWAL Life**  
SouthWalton.Life

**DESTIN Life**  
MyDestinLife.com

**BAY Life**  
MyBayLifeNWFL.com

**PCB Life**  
MyPCBLife.com



**5 Editions Monthly Serving  
South Walton,  
Panama City Beach,  
Destin,  
Miramar Beach,  
BlueWater Bay & Hammock Bay**



# What people are saying about the *Life* MEDIA family of local newspapers...

Advertising with SowaL Life has proved to be invaluable. I have received a great amount of feedback and recognition from my advertisement. I've been shocked at the amount of people that have responded to me from the newspaper. I will be a customer for life. This is the best value among all of the marketing that I do. Keep up the good work!

~ *Danny Margagliano, 30A Local Properties*

Most cost-effective advertising you can do in Bay, Walton or Okaloosa County; sits on people's tables for 10-12 days; great reference Bible!

~ *Steve Ortner, Gulf Wind Paddle and Surf*

By far the most effective advertising I do! The quality of the ads is what drew me to it in the first place and showed me it was going to be a success. For the first time in my life, I called to advertise instead of like every other time being asked to advertise. David is very honest and does what he says.

~ *Jewelry of 30a, Tim Hardin*

Happy news for locals plus really helpful information a local would want to know.

~ *Mary Anne Windes, Real Estate Professionals of Destin*

Very cost effective; Read by your local community; The Pulse and the Heart of South Walton!

~ *Tim Norris, Walton County Republican Executive Committee Chair*

Kim and I would like to thank SoWal Life for a job well done! We rely heavily on local business and this publication goes directly to our target audience. Since starting our ad campaign with SoWal Life, we've been seeing new local customers every night. In fact, our winter sales equal 2016 Spring and Summer numbers. Spectacular! Thank You for partnering with us!

~ *Mark and Kim Fressell, Crust Artisan Bakery*

I receive USA Today, Daily News, The Destin Log, and now, Destin Life. Destin Life is the most informative and surely the most fun to read. Keep up the great work!

~ *Rick Harrelson*

We have enjoyed our relationship with SoWal Life from the beginning! We have had many people call and visit our studio directly from our ad. We have signed at least 15 new students this semester which has helped us grow and add on new teachers. We highly recommend SoWal Life to anyone looking to reach the local market!

~ *Ray and Lisa Cyr, Studio 237 School of Music*

You don't know me. I have only a small business here in Destin, but I just wanted to thank you for the Destin Life publication. In a world of bombardment of bad news and negativity, it's so refreshing to read positive, uplifting messages from your writers. I have lived here for almost two years now, and I have fallen in love with this area, it's people and the businesses. Thank you for a bright shining light in a community that I am proud to call home.

~ *Cheryl Hill*

Destin Life contains feel good news about our community! Good articles, well written commentary. Lori Smith does an awesome job; she's dedicated! Worth your time to read from cover to cover every month!

~ *Gail Pelto, Keller Williams*

Find us online at **our websites, Facebook, Instagram & YouTube!**

## The Area's Only Community Newspaper Serving South Walton, Panama City Beach, Destin, Miramar Beach, Bluewater Bay & Hammock Bay

Unlike other newspapers and magazines, **ONLY** the Life Media family of newspapers delivers your advertising message via the **U.S. Post Office** every month!

- **12,000** Homes and Businesses in Santa Rosa Beach, 30A and Inlet Beach (32459 and 32461)
- **12,000** Homes and Businesses in Panama City Beach (32413, 32407 and 32408)
- **12,000** Homes and Businesses in City of Destin including Kelly Plantation, Crystal Beach, Regatta Bay, Emerald Bay, Destiny East (32541)
- **12,000** Homes and Businesses in the communities of Hammock Bay and Bluewater Bay (32439 and 32578)
- **8,000** Homes and Businesses in Miramar Beach, Seascape and Sandestin (32550)

### Special Rates Include:

- Six months:** Discounted **15%** per month with credit card
- Twelve months:** Discounted **20%** per month with credit card

# Advertising Contract

Date \_\_\_\_\_  
 Advertiser \_\_\_\_\_  
 Contact Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City, State, Zip Code \_\_\_\_\_ Phone \_\_\_\_\_  
 Web: \_\_\_\_\_ Email: \_\_\_\_\_  
 Signature: \_\_\_\_\_  
 Comments: \_\_\_\_\_

**STANDARD RATE**

**Size (width x height)**

*Two Column Sizes*

4x2.....	\$88
4x3.....	\$132
4x4.....	\$176
4x5.....	\$220
4x6.....	\$264
4x7.....	\$308

*Three Column Sizes*

6x3.....	\$198
6x4.....	\$264
6x5.....	\$330
6x6.....	\$396

**STANDARD RATE**

**Size (width x height)**

*Four Column Sizes*

8x4.....	\$352
8x5.....	\$440
8x6.....	\$528

*Five Column Sizes*

10x2.....	\$220
10x3.....	\$330
10x4.....	\$440
10x5.....	\$550
10x6.....	\$660
10x12 - Full Page .....	\$1320

*Other Sizes Available*  
 4x2 available only on contract agreement.

SoWal Life - East  
 SoWal Life - West  
 PCB Life  
 Destin Life  
 Bay Life

Ad Size \_\_\_\_\_  
 Issue Date \_\_\_\_\_

**TERMS**

Paid by  Check  
 Credit Card # \_\_\_\_\_  
 Exp. Date \_\_\_\_\_ Sec. Code \_\_\_\_\_ Billing Zip \_\_\_\_\_

PLEASE MAKE CHECKS PAYABLE TO:  
 SoWal Life, PCB Life, Destin Life or Bay Life | P.O. Box 1424 Santa Rosa Beach, FL 32459

**FOR ADVERTISING OR INFORMATION:**

**SoWal Life - 850.399.0228, Sales@SouthWalton.Life**  
**Destin Life - 850.688.9886, Sales@MyDestinLife.com**  
**Bay Life - 850.688.9886, Sales@MyBayLifeNWFL.com**  
**PCB Life - 804.307.8780, Jack.Smith@MyPCBLife.com**

*Ad design at no charge. Please submit logos, ad copy and artwork.*  
 All ads, contracts and payments must be in by deadline date.

Account Manager Signature \_\_\_\_\_

Per Issue Advertising Cost: \$ \_\_\_\_\_

3 Months \$ \_\_\_\_\_  
 6 Months \$ \_\_\_\_\_  
 12 Months \$ \_\_\_\_\_

Discount \$ \_\_\_\_\_

**TOTAL** \$ \_\_\_\_\_

Deposit Paid \$ \_\_\_\_\_

**TOTAL DUE** \$ \_\_\_\_\_