

# SCS LIFE

*Sun City Summerlin's Independent Monthly*

***Every home. Every month.***



## ***Sun City Summerlin News and Lifestyle***

Backed by a team of professional journalists. Your go-to publication to reach the residents of the first, biggest and best 55-plus community in Nevada.

# SCS LIFE

**Reserve your prime space now!**

SCS LIFE is mailed directly to every\_ yes every\_ home in Sun City Summerlin the middle of each month. A premier publication with a glossy magazine-like cover that looks great on any coffee table, SCS LIFE contains real news and information about the issues that matter most to Sun City residents. SCS LIFE is backed by Battle Born Media, which since 2011 has published award winning newspapers in towns across Nevada. Unlike most mailings, SCS LIFE contains premium content by professional journalists that is targeted to a 55-plus age group composed mostly of homeowners with sizable disposable incomes. Sun City has between 13-14,000 residents who shop locally and are constantly in search of services ranging from home improvement to medical care. SCS LIFE is the only independent source of news and lifestyle information in Sun City Summerlin, delivered each month to 7,780 homes in Nevada's first, best and largest 55-plus community.

**Competitively priced,  
with discounts for multi-month  
contracts. We can professionally  
design your ad or flyer  
at no extra cost.**

Contact Kirk Kern  
**775-316-2335**  
kirk@scslife.net  
ads@scslife.net

#### AD RATES & SIZES

	12X	6X	3X	1X
Full Page	\$900	\$975	\$1,050	\$1,200
Half Page	\$500	\$550	\$575	\$625
Quarter	\$275	\$325	\$350	\$425
Eighth	\$150	\$175	\$200	\$250

#### PREMIUM (60# GLOSS)

Full Page	\$1,100	\$1,250	\$1,325	\$1,500
Inside Front	\$1,050	\$1,125	\$1,275	\$1,400
Inside Back	\$1,000	\$1,075	\$1,150	\$1,300

#### SERVICE DIRECTORY

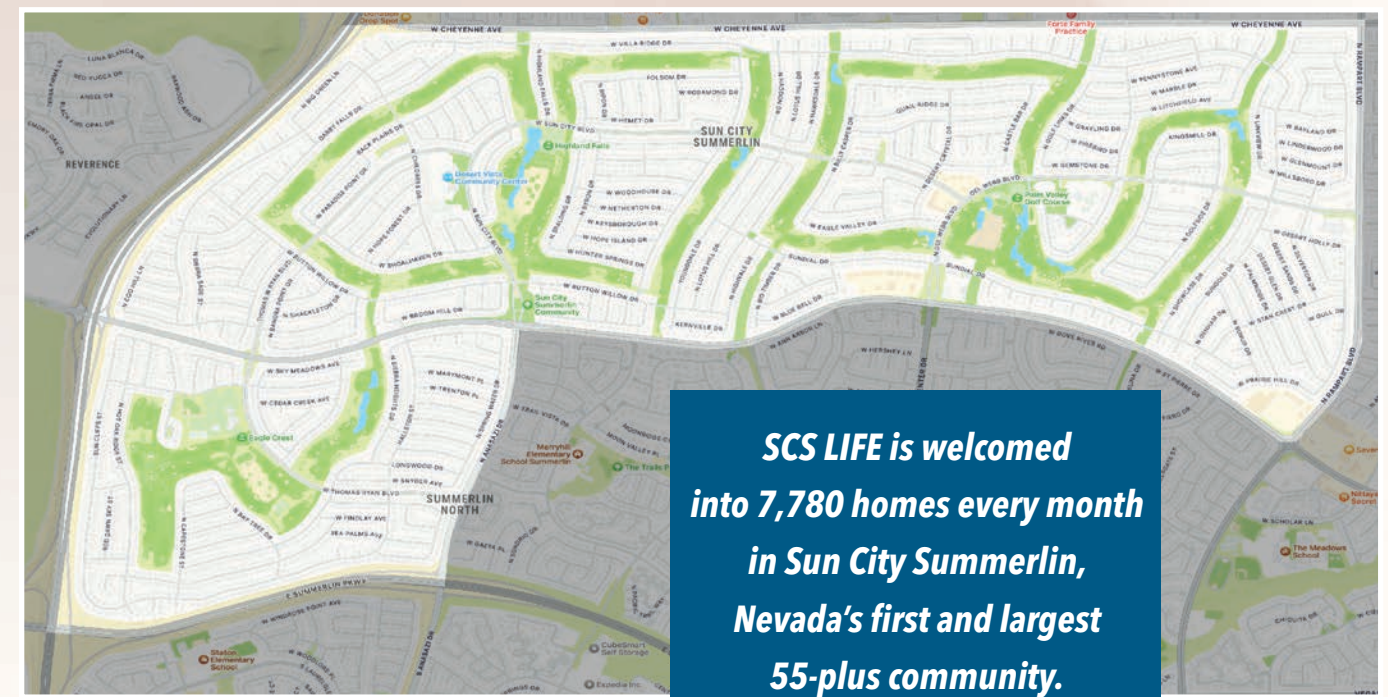
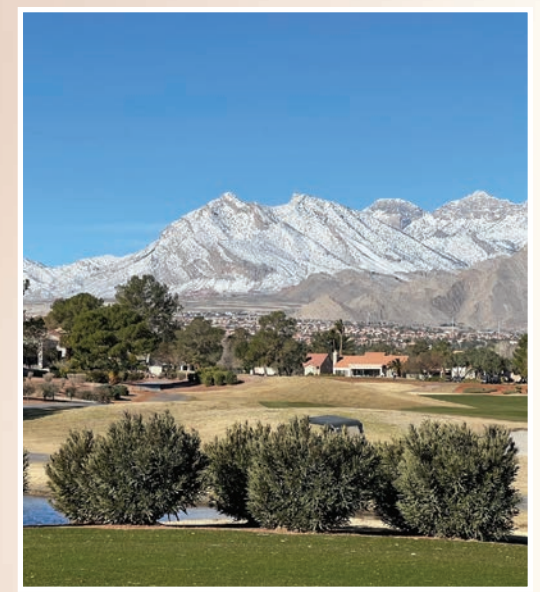
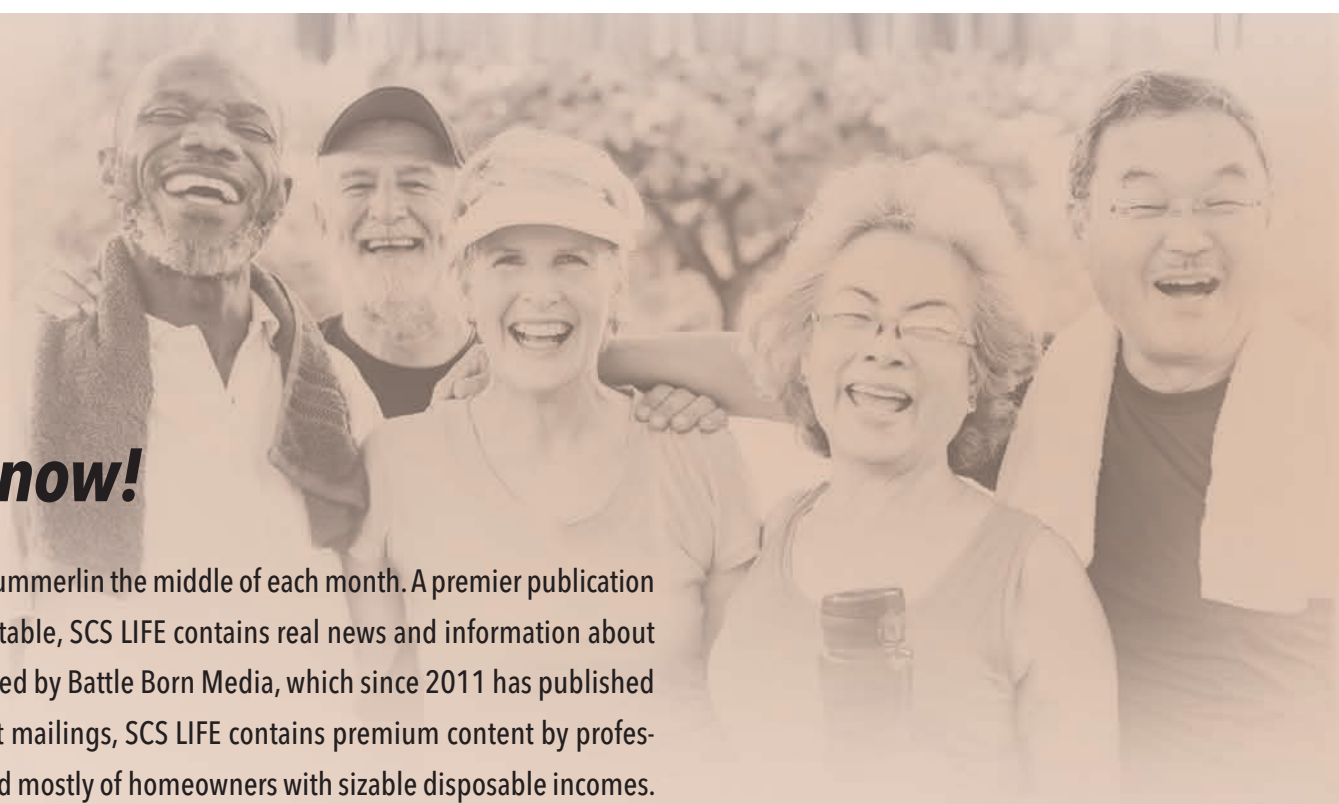
(1/15th size)	\$75	\$90	\$120	\$150
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#### INSERTS

\$900  
(Letter sized, customer provides the printed product).

#### AD SIZES (IN INCHES)

Full page	10 x 10
Half page	10 x 4.875 (H) -or- 4.9 x 10 (V)
Quarter page	4.9 x 4.875
Eighth page	4.9 x 2.5



**SCS LIFE is welcomed  
into 7,780 homes every month  
in Sun City Summerlin,  
Nevada's first and largest  
55-plus community.**



## A look back

35 Years Ago: Sun City Breaks Ground On New Golf Course and Summerlin's First Homes.

see page 30



## 55-Plus

It's not just a number. Try as they might, those under 55 not finding a welcome mat in Sun City.

see page 15

## Stay or go?

What's the protocol when golf carts and traffic collide (hopefully not)?

see page 20

## Your money

SCS is raising the monthly HOA assessment for the second straight year.

see page 32



# Slam it home

Pickleball is not only one of the fastest growing sports in the country, but in Sun City Summerlin it's also a great way to meet new people because of its social nature. see page 12

**Call today to reserve your space in this premium publication!**

**Contact: Kirk Kern 775-316-2335**

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