

# LAS OLAS



# Boulevard & Isles

## The official magazine of the **LAS OLAS ASSOCIATION**

Reaching some of east Fort Lauderdale's most affluent and exclusive neighborhoods, **LAS OLAS BOULEVARD & ISLES** is written by *Las Olas locals for Las Olas locals* to keep abreast of the issues that matter to our Las Olas Boulevard and Isles community. Feature articles from the Las Olas Association, Fort Lauderdale's Mayor and City Commissioners, guest columns from Las Olas Isles homeowner associations and other business, civic and neighborhood leaders...you can be sure **LAS OLAS BOULEVARD & ISLES** will be read by everyone who receives it!

- **Published bimonthly (6x per year) in print and online.**
- **Mailed via USPS EDDM (over 6000 copies per issue) to EVERY residential and business address in the Las Olas Boulevard, downtown and Las Olas Isles area.**
- **Additional free distribution via Las Olas Association members, our advertisers and strategic local outlets.**
- **Bonus distribution at special events and online distribution via our websites, social networking and e-newsletters.**

### The **LAS OLAS DINING GUIDE**

The authoritative and comprehensive guide to ALL of the restaurants and dining options available on the Boulevard. This recurring section features 'up close & personal' looks at the Chefs, the signature dishes, the recipes, the venues and the movers and shakers who make our Las Olas dining scene one of the hottest destinations in all of South Florida!



### **USPS DIRECT MAIL Distribution**

throughout the Las Olas Boulevard & Isles corridor to the most affluent homeowners in the heart of Fort Lauderdale  
+ bonus Las Olas businesses & events distribution.  
8500 copies printed & distributed.

### **2017 Publication Dates & Deadlines**

#### • **February/March issue**

Publication Date: Feb. 1 - Ad Deadline: Jan. 15

#### • **April/May issue**

Publication Date: Apr. 1 - Ad Deadline: Mar. 15

#### • **June/July issue**

Publication Date: June 1 - Ad Deadline: May 15

#### • **August/September issue**

Publication Date: Aug. 1 - Ad Deadline: July 15

#### • **October/November issue**

Publication Date: Oct. 1 - Ad Deadline: Sept. 15

#### • **December/January issue**

Publication Date: Dec. 1 - Ad Deadline: Nov. 15

# 2017 ADVERTISING PROGRAM INFORMATION



## Advertising program includes

- DISPLAY AD in the print issue and in the digital issue every other month
- ALWAYS ONLINE on [www.LasOlasBoulevard.com](http://www.LasOlasBoulevard.com) & [www.LocalFortLauderdale.com](http://www.LocalFortLauderdale.com)
- FEATURED FRIENDS and AD SPONSOR promotions via Facebook & other social media channels

## 2017 Ad Rates PER ISSUE & FREQUENCY

AD SIZE/FREQUENCY	<u>1x-2 issues</u>	<u>3x-5 issues</u>	<u>6 issues</u>
• 1/8 Page (Business Card)	\$99 ea.	\$89 ea.	\$79 ea.
• 1/4 Page	\$185 ea.	\$175 ea.	\$160 ea.
• 1/2 Page	\$335 ea.	\$315 ea.	\$295 ea.
• Full Page	\$625 ea.	\$575 ea.	\$525 ea.
• Premium Pages (OBC, IFC, IBC, pgs. 1,3,5)	\$695 ea.	\$675 ea.	\$625 ea.

**Ad Rates Shown are PER INSERTION and INCLUDE FULL COLOR (4/color). No discount for B/W ads.**

**MULTIPLE PUBLICATION DISCOUNT: 10% off rates for consecutive ads in two or more of our FLMA local publications.**

FREQUENCY: Each is published every other month for a total of 6x per year. See publication schedule online.

AD DEADLINES: Ad space & final ad file submission deadline is 21 days prior to each issue publication date.

PAYMENT TERMS: 1st issue payments due with insertion agreement. Subsequent issue ad payments are due upon invoice 15 days prior to each publication date. Payment by check or credit card. VISA/MC/AMEX/Discover accepted.

BUSINESS CATEGORY RESTRICTIONS on Restaurants and Real Estate advertising may apply.

## Ad DIMENSIONS & SPECIFICATIONS

AD SIZE	width	height	AD SIZE	width	height
Full Page Trim Size	8.375"	10.875"	1/2 Page - horizontal	7.375"	4.625"
Full Page Bleed	8.625"	11.125"	1/4 Page - standard	3.375"	4.625"
Full Page Non-Bleed	7.375"	9.875"	1/8 Page - (Business Card)	3.375"	2.125"

AD MATERIALS: Digital, press-ready ad files required. 300 dpi resolution, CMYK color, .pdf, .jpg, .tif, .eps or .psd ad files accepted. Submit via email to [publisher@ftlauderdalemedia.com](mailto:publisher@ftlauderdalemedia.com). Please send large files via Dropbox for download.

**Publication Dates & Deadlines are always updated and online at [www.localfortlauderdale.com](http://www.localfortlauderdale.com)**

*Published in association with and on behalf of the Las Olas Association by*



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