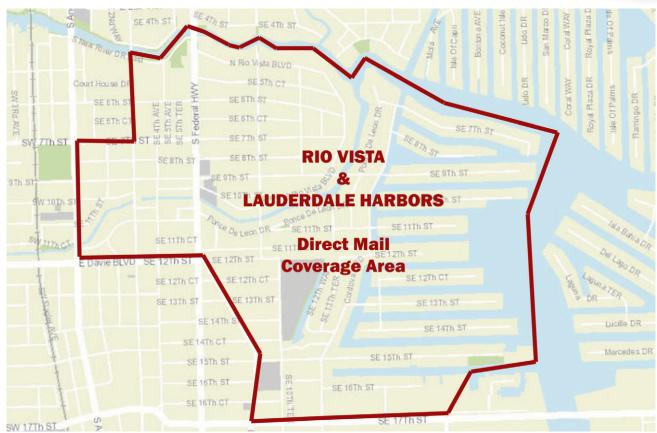


The official neighborhood magazine of the

# RIO VISTA CIVIC ASSOCIATION & LAUDERDALE HARBORS IMPROVEMENT ASSOCIATION

- 3,600 total copies published bimonthly (6x annually)
- 3,200+ MAILED via USPS to EVERY home, residence & business in Rio Vista and Lauderdale Harbors
- additional local circulation via sponsors & assn. events
- added value online website & social network promotion
- a portion of ALL ad sponsorship proceeds go directly to RVCA for neighborhood improvement projects!





FOR the neighborhood. BY the neighborhood. ABOUT the neighborhood.



## **2018 AD SPONSORSHIP RATES**

#### **Each Advertising Program Includes**

- DISPLAY AD in the bimonthly print and digital issues SOCIAL MEDIA ad promotion via Facebook, Twitter & more
- DIGITAL ISSUE promotion on the official RVCA website at www.riovistaonline.com & www.localfortlauderdale.com

Ad Size/ Frequency	<u>1-2 issues</u>	<u>3-5 issues</u>	<u>6 issues</u>
1/8 page	\$99 ea	\$89 ea.	\$85 ea.
1/4 page	\$179 ea	\$169 ea.	\$159 ea.
1/2 page	\$335 ea	\$310 ea.	\$285 ea.
Full page	\$595 ea	\$565 ea.	\$535 ea.
Premium page	\$695 ea	\$650 ea.	\$595 ea.

- Rates Shown INCLUDE FULL-COLOR (4/c process). No discount for B/W ads.
- Rates are for press-ready ad files only. See below for art & design charges.
- 10% discount for concurrent/consecutive ads in any two-five publications.
  - 15% discount for concurrent/consecutive ads in all six publications.

**FREQUENCY:** Each publication is published every other month, i.e. (6x) per year. See publication schedule online at www.localfortlauderdale.com.

\*PLEASE NOTE: Rates are based upon receipt of press-ready ad files. Additional charge will apply for any art, text or design changes as follows: Full Pg: \$150 min. Half Pg: \$75 min. Quarter Pg: \$50 min. Eighth pg: \$35 min.

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

## **AD SIZES & SPECIFICATIONS**

AD SIZE	width	height	AD SIZE	width	height
MAGAZINE TRIM SIZE	8.375''	10.875"	1/2 Page - horizontal	7.375''	4.625"
Full Page Trim	8.375"	10.875"	1/2 Page - vertical	3.375"	9.75"
Full Page Bleed	8.625"	11.125"	1/4 Page - standard	3.375"	4.625"
Full Page Live Area	7.625''	10.125"	1/8 Page - (Business Card)	3.375"	2.125"

**AD COPY:** 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. Please send large files via Dropbox or other file transfer system.

### Published 6x annually in the first week of January, March, May, July, September & November.

Ad Space deadline is the 10th of the month prior to publication date. Press-ready ad file due by 15th of the month prior. See www.localfortlauderdale.com for updated publication schedules including publication dates & deadlines.



#### Fort Lauderdale Media Associates, Inc.