

RIO VISTA & LAUDERDALE HARBORS

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.

RIO VISTA & LAUDERDALE HARBORS

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

| <u>Ad Size/ Frequency</u> | <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.

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