

# LAS OLAS Boulevard & Isles

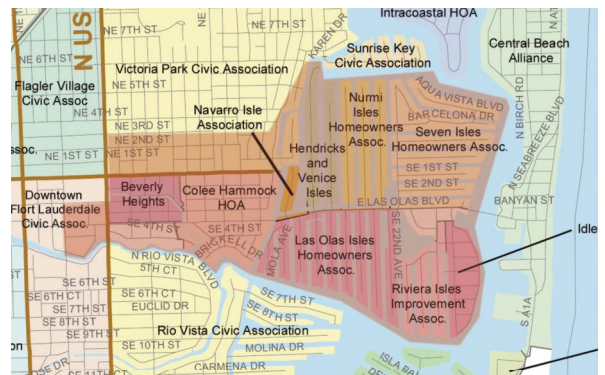
## The official outreach magazine of the **LAS OLAS ASSOCIATION**

**LAS OLAS BOULEVARD & ISLES Magazine** provides our local homeowners, residents, businesses and professionals with immediately relevant local news, civic updates and Las Olas events information that is *specifically and exclusively focused on our own Las Olas Boulevard and surrounding area*. Featuring columns from our Las Olas Association President, Fort Lauderdale's Mayor and City Commissioners, guest columns from Las Olas corridor and 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 6300 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.**

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 area. Your sponsorship consideration is appreciated and we hope you can join us!

**THINK LOCAL.** It's Where Your Business Lives.

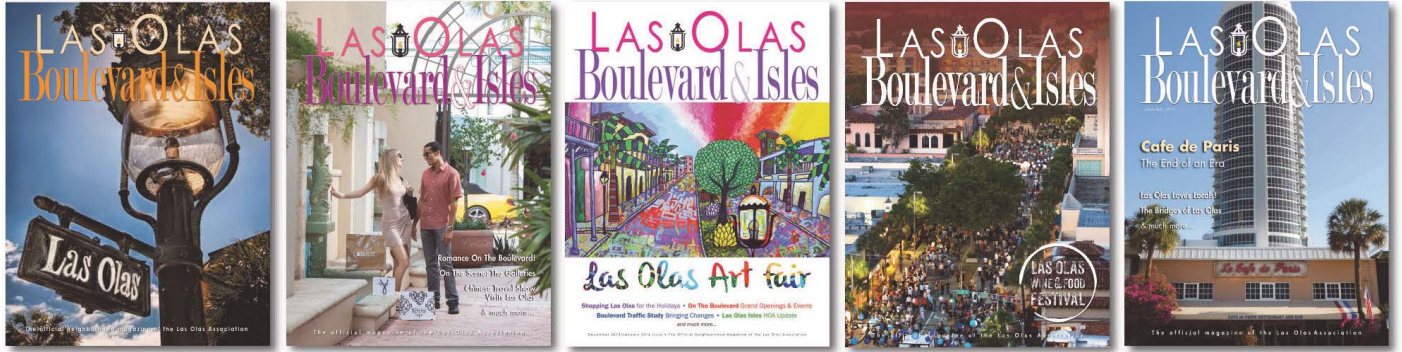


**More distribution! 7500+ COPIES TOTAL  
6300+ COPIES VIA USPS DIRECT MAIL**  
throughout the Las Olas Boulevard & Isles corridor, the most affluent homeowners in the heart of Fort Lauderdale  
+ bonus Las Olas businesses & events distribution

### **2016-17 Pub. Dates & Deadlines**

- **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
- **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

# 2016-17 ADVERTISING PROGRAM INFORMATION



## Advertising program includes

- DISPLAY AD in the print issue and published online in the digital issue every other month
  - DIGITAL ISSUE promotion on LasOlas Boulevard.com & LocalFortLauderdale.com
- FEATURED FRIENDS promotion via social media channels, including Facebook pages & groups

## ADVERTISING RATES PER INSERTION & FREQUENCY

AD SIZE/FREQUENCY	1x-2x	3x-5x	6x
• 1/8 Page (Business Card)	\$95 ea.	\$89 ea.	\$79 ea.
• 1/4 Page	\$175 ea.	\$165 ea.	\$149 ea.
• 1/2 Page	\$325 ea.	\$295 ea.	\$275 ea.
• Full Page	\$595 ea.	\$565 ea.	\$525 ea.
• Premium Pages (OBC, IFC, IBC, pgs. 1,3,5)	\$695 ea.	\$650 ea.	\$595 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.

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.

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 SPECIFICATIONS & DIMENSIONS

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"

**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 associations shown above by*



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