

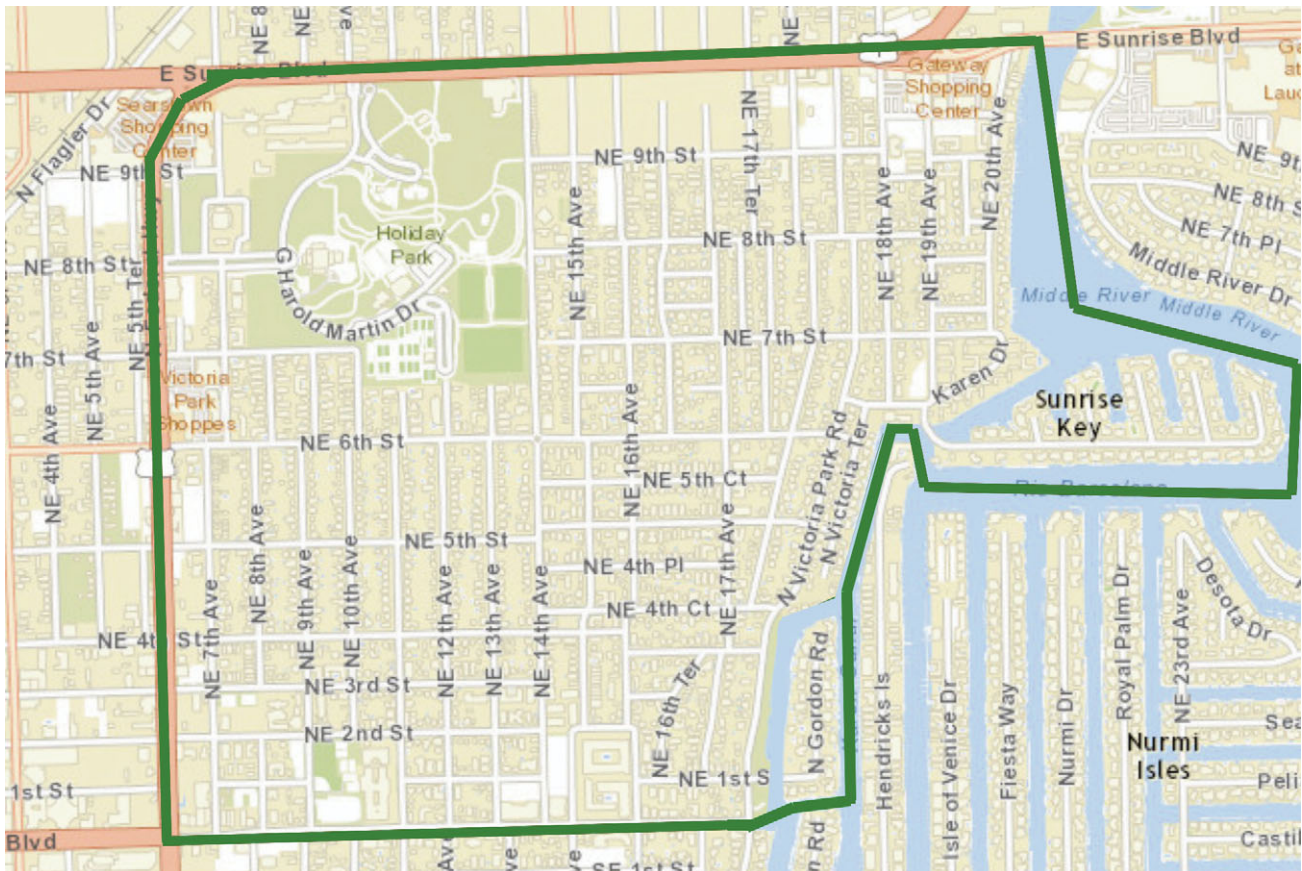
The Victoria Park Times

The official neighborhood newsletter of the
VICTORIA PARK CIVIC ASSOCIATION

- **6,250 total copies** published bimonthly (6x annually)
- **6,000+ MAILED** via USPS to EVERY home, residence & business in Victoria Park and surrounding vicinity
- **additional local circulation** via sponsors & VPCA events
- **added value online** website & social network promotion
- **a portion of ALL ad sponsorship proceeds go directly to VPCA** for neighborhood improvement projects!



USPS DIRECT MAIL COVERAGE AREA



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

The Victoria Park Times

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 VPCA website at www.VPCA.org & 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 1st 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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