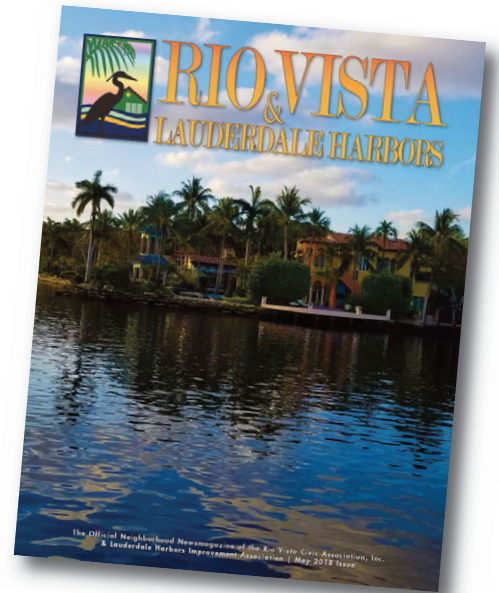




# RIO VISTA & LAUDERDALE HARBORS

The official neighborhood newsmagazine of the  
**RIO VISTA CIVIC ASSOCIATION &  
LAUDERDALE HARBORS IMPROVEMENT ASSN.**

- **3,750 total copies** published bimonthly (6x annually)
- **3,300+ 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 the RVCA** for neighborhood improvement projects!





## 2019 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](http://www.riovistaonline.com) & [www.localfortlauderdale.com](http://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.
- 5% discount for concurrent/consecutive ads in any two-five publications.
  - 10% 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](http://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](mailto:publisher@ftlauderdalemedia.com). Please send large files via Dropbox or other file transfer system.

**Published 6x per year 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](http://www.localfortlauderdale.com) for updated publication schedules including publication dates & deadlines.



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