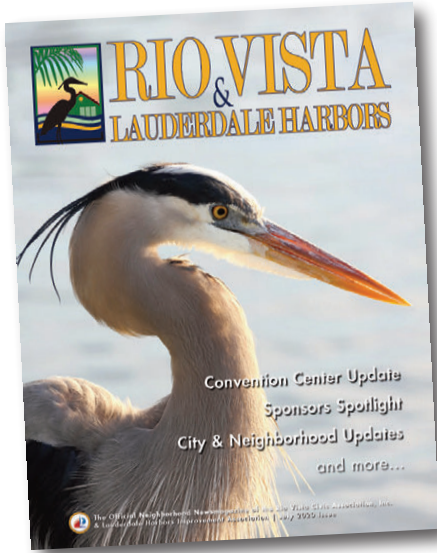




RIO VISTA & LAUDERDALE HARBORS



The official neighborhood newsmagazine of the

RIO VISTA CIVIC ASSOCIATION



**LAUDERDALE HARBORS
IMPROVEMENT ASSOCIATION**

- **3,750+ total copies** published 6x annually in January, March, May, July, September & November
- **3,600+ MAILED** via USPS to EVERY home, residence & business in Rio Vista, Lauderdale Harbors & SE 17th St. area
- **additional local circulation** via sponsors & assn. events
- **free online social media & website promotion** for advertisers

BY the neighborhoods. FOR the neighborhoods. ABOUT the neighborhoods.



THINK LOCAL. It's Where Your Business Lives!

www.riovistaonline.com • www.ftlauderdalemedia.com • www.localfortlauderdale.com

2021 Advertising Rates & Program Information



Each Advertising Program Includes

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

Ad Size / Frequency

	1x	2-5x	6x
1/8 page (biz card)	\$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 FLMA publications.
- 10% discount for concurrent/consecutive ads in all six FLMA publications.

FREQUENCY: Each publication is published every other month, i.e. (6x) per year. For specific publication dates and deadlines, please see 'Pub Dates & Deadlines' online at www.localFortLauderdale.com.

PAYMENT TERMS: 1st issue payments due with ad insertion agreement. Subsequent issue ad payments are due 20 days prior to each pub date. Payment by check or credit card. VISA/MC/AMEX/Discover accepted.

***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: \$125 min. Half Pg: \$75 min. Quarter Pg: \$50 min. Eighth pg: \$35 min.

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.

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See www.localfortlauderdale.com for updated publication schedules including publication dates & deadlines.



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