

The Landings

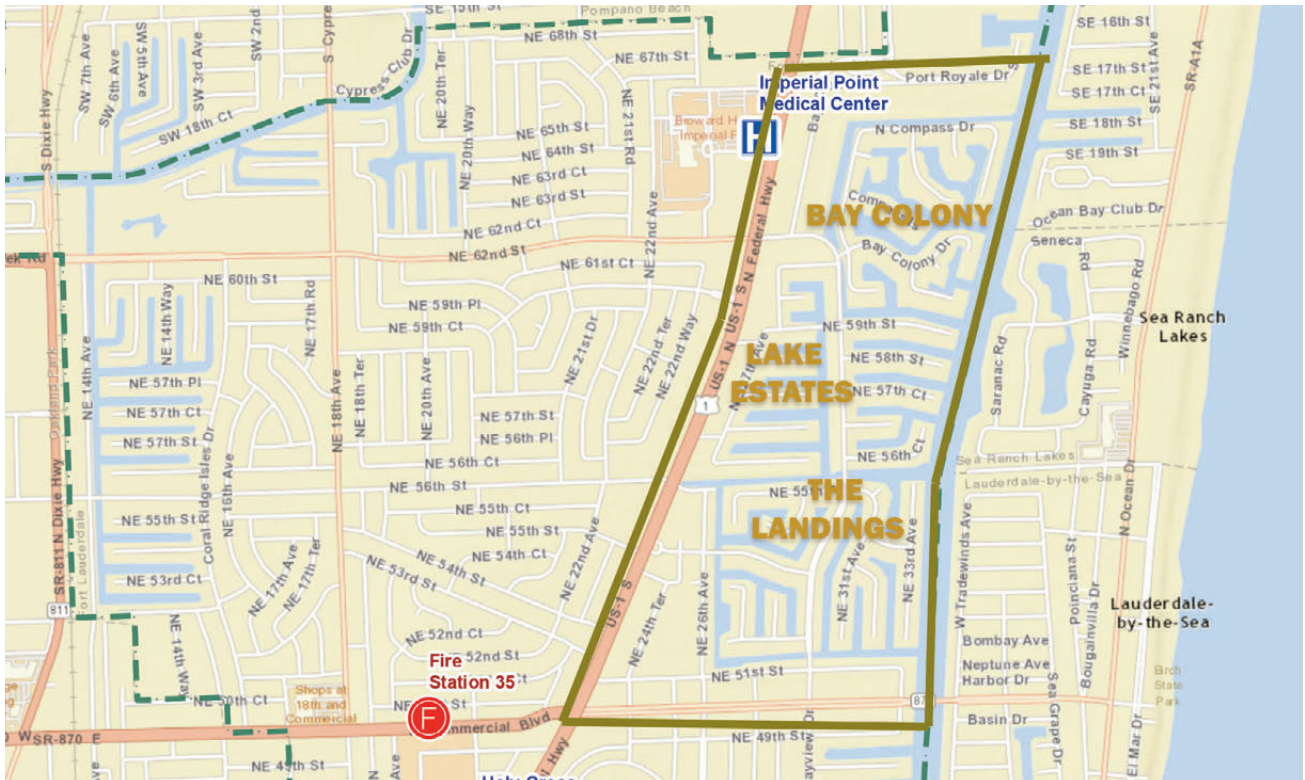
BAY COLONY, LAKE ESTATES AND BAY COLONY CLUB

The Official Neighborhood Newsmagazine of the
THE LANDINGS RESIDENTIAL ASSOCIATION

- 3,100 total copies published bimonthly (6x annually)
- 2,850+ MAILED via USPS to EVERY home in The Landings, Bay Colony, Lake Estates and Bay Colony Club
- additional local circulation via sponsors & assn. events
- added value social media promotion for advertisers
- also published & promoted online at LandingsRA.com and LocalFortLauderdale.com



USPS DIRECT MAIL COVERAGE AREA



Think LOCAL! It's where your business lives.

www.landingsra.com • www.ftlauderdalemedia.com • www.localfortlauderdale.com

The Landings

BAY COLONY, LAKE ESTATES & BAY COLONY CLUB

2021 Advertising Rates & Program Information

Each Advertising Sponsorship Program Includes

- DISPLAY AD in the bimonthly print *and* digital issues • SOCIAL MEDIA ad promotion via Facebook, Twitter & more
- DIGITAL ISSUE on the official CRCCE HOA website at www.coralridgecountryclubhaa.org & www.localfortlauderdale.com

<u>Ad Size/ Frequency</u>	<u>1x</u>	<u>2-5x</u>	<u>6x</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. Ask about our NE Fort Lauderdale special package rates!

***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 February, April, June, August, October & December.

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



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