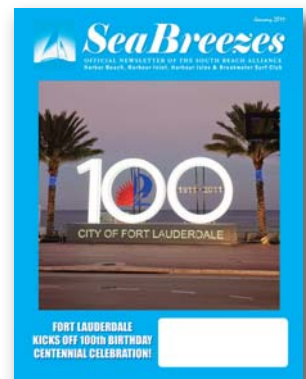
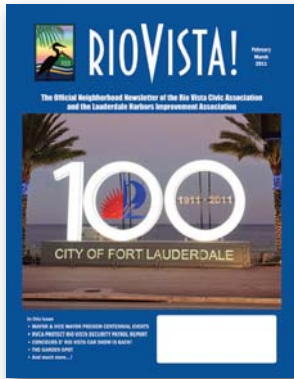


# 2011 Advertising Rates & Specifications

The official neighborhood newsletter programs for

**RIO VISTA • HARBOR BEACH • HARBOUR INLET • HARBOR ISLES**



## Ad Program... in print & online

Our display advertising program includes these online 'added-value' features *at no extra charge*:

- **BANNER AD & LINK** on each of the official websites. Ad banners rotate through all pages on each site.
- **WHO'S WHO** listing w/logo & **GOOGLE MAP** of your location.
- **COMPANION E-NEWSLETTER** promotion to each neighborhood goes out between print issues.
- **ADVERTISER NEWS & SPECIAL OFFERS** posted to each official website and promoted via each E-NEWSLETTER.
- **1500 COPIES**. Distributed via directly mail USPS to all homeowners in the neighborhoods and via advertisers.

### AD RATES PER INSERTION & FREQUENCY (all rates include full-color)

AD SIZE/FREQUENCY	1x	3x	6x
• Premium Positions (OBC, IFC, IBC, pgs. 1-7)	\$650	\$625	\$595
• Full Page	\$550	\$525	\$495
• 2/3 Page	\$425	\$395	\$375
• 1/2 Page	\$295	\$265	\$250
• 1/4 Page	\$165	\$155	\$145
• Business Card	\$85	\$80	\$75
• 10% discount allowed for ad insertions in both publications.			

### AD DIMENSIONS & SPECIFICATIONS

AD SIZE	width	height	AD SIZE	width	height
Full Page Trim Size	8.5"	11"	1/2 Page - horizontal	7.5"	4.75"
Full Page Bleed	8.75"	11.25"	1/2 Page - vertical	3.5"	9.75"
Full Page Safe Area	7.5"	10"	1/2 Page - island	4.75"	7"
Full Page Non-Bleed	7.5"	10"	1/4 Page - standard	3.5"	4.75"
2/3 Page - vertical	4.75"	9.75"	1/4 Page - horizontal	7.5"	2.375"

**AD DEADLINES:** Ad Space & Copy by 15th of month prior to pub. date.

**AD MATERIALS:** 300 dpi, CMYK color, .pdf, .jpg, .tif, .eps and .psd ad files *only* accepted.

**PAYMENT TERMS:** All ad payments are due on or before the 15th of the month prior to publication date. VISA/MC/AMEX accepted. Billing upon publication date terms with approved credit application only.

Published on behalf of and in association with the Rio Vista Civic Association and the South Beach Alliance by

**GM Strategic Media, Inc.**

300 SW 2nd St., Ste. 9, Fort Lauderdale, FL 33312

George Mihaiu, Publisher • office: 954.828.1337 • publisher@gmstrategic.com