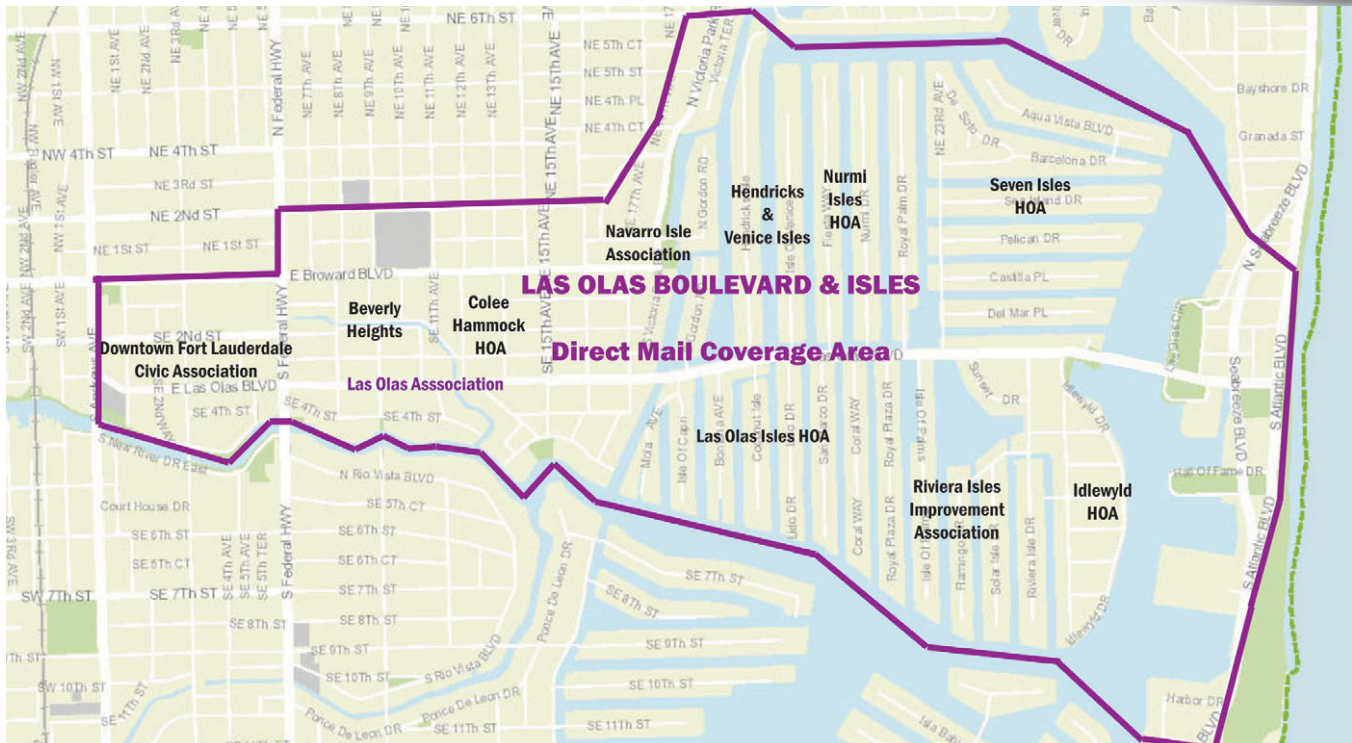


# LAS OLAS Boulevard & Isles

## The official magazine of the Las Olas Boulevard Association

- 10,000 copies published 6x annually (bimonthly)
- 7,500+ via USPS Direct Mail to every home, condo, apartment & business in the Downtown, E. Las Olas, Las Olas Isles & other premium waterfront neighborhood homes and condos
- additional free Fort Lauderdale Beach hotels distribution!
- additional free distribution via ad sponsors & members
- additional free social network ad promotion

**The authoritative guide to what's happening  
on world-famous Las Olas Boulevard! #MyLasOlas!**



**BY Las Olas. FOR Las Olas. ABOUT Las Olas. #MyLasOlas!**

LAS OLAS BOULEVARD & ISLES MAGAZINE • LasOlasMag.com • LasOlasBoulevard.com

# 2019 Las Olas Ad Rates & Information



## Las Olas Boulevard & Isles Ad Sponsorship program includes

- DISPLAY AD in the print issue and in the digital version every issue
- PUBLISHED & PROMOTED ONLINE on LasOlasBoulevard.com & LocalFortLauderdale.com
- AD PROMOTION & FEATURED FRIENDS via social media channels, including Facebook pages & groups

## Ad Rates Per Issue (Published Every Other Month)

### AD SIZE/FREQUENCY

- 1/8 Page (Business Card)
- 1/4 Page
- 1/2 Page
- Full Page
- Premium Pages(OBC, IFC, IBC, pgs. 1,3,5,7)

### 1-2 issues

\$115 ea.  
\$210 ea.  
\$385 ea.  
\$725 ea.  
\$825 ea.

### 3-5 issues

\$105 ea.  
\$195 ea.  
\$350 ea.  
\$675 ea.  
\$775 ea.

### 6 issues

\$95 ea.  
\$185 ea.  
\$325 ea.  
\$625 ea.  
\$725 ea.

**Ad Rates Shown are PER INSERTION and INCLUDE FULL COLOR (4/color process). No discount for B/W ads.**

**MULTI-PUB DISCOUNT: 5% off for concurrent ads in LAS OLAS BOULEVARD & ISLES and any other FLMA local publications.**

**FREQUENCY:** Published every other month (6x per year). See publication schedule online at [www.lasolasmag.com](http://www.lasolasmag.com)

**AD DEADLINES:** Ad space & final ad file submission deadline is 20 days prior to each issue publication date.

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

**BUSINESS CATEGORY RESTRICTIONS** on advertising may apply.

**PLEASE NOTE! Rates are based upon receipt of press-ready ad files.** Additional Charges will apply for any art, text or design changes requested or required. Full Pg: \$125.00 min; Half Pg: \$75.00 min; Quarter Pg: \$50.00 min; Eighth Pg: \$35.00 min.

## Ad Dimensions & Specifications

AD SIZE	width	height	AD SIZE	width	height
Full Page Trim Size	8.375"	10.875"	1/2 Page - horizontal	7.375"	4.625"
Full Page Bleed	8.625"	11.125"	1/4 Page - standard	3.375"	4.625"
Full Page Non-Bleed	7.375"	9.875"	1/8 Page - (Business Card)	3.375"	2.125"

AD MATERIALS: Digital, press-ready ad files required. 300 dpi resolution, CMYK color, .pdf, .jpg, .tif, or .psd ad files preferred. Submit via email to [publisher@ftlauderdalemedia.com](mailto:publisher@ftlauderdalemedia.com). Please send large files via Dropbox for download.

**Publication Dates & Deadlines are always updated and online at [www.LasOlasMag.com](http://www.LasOlasMag.com)**

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