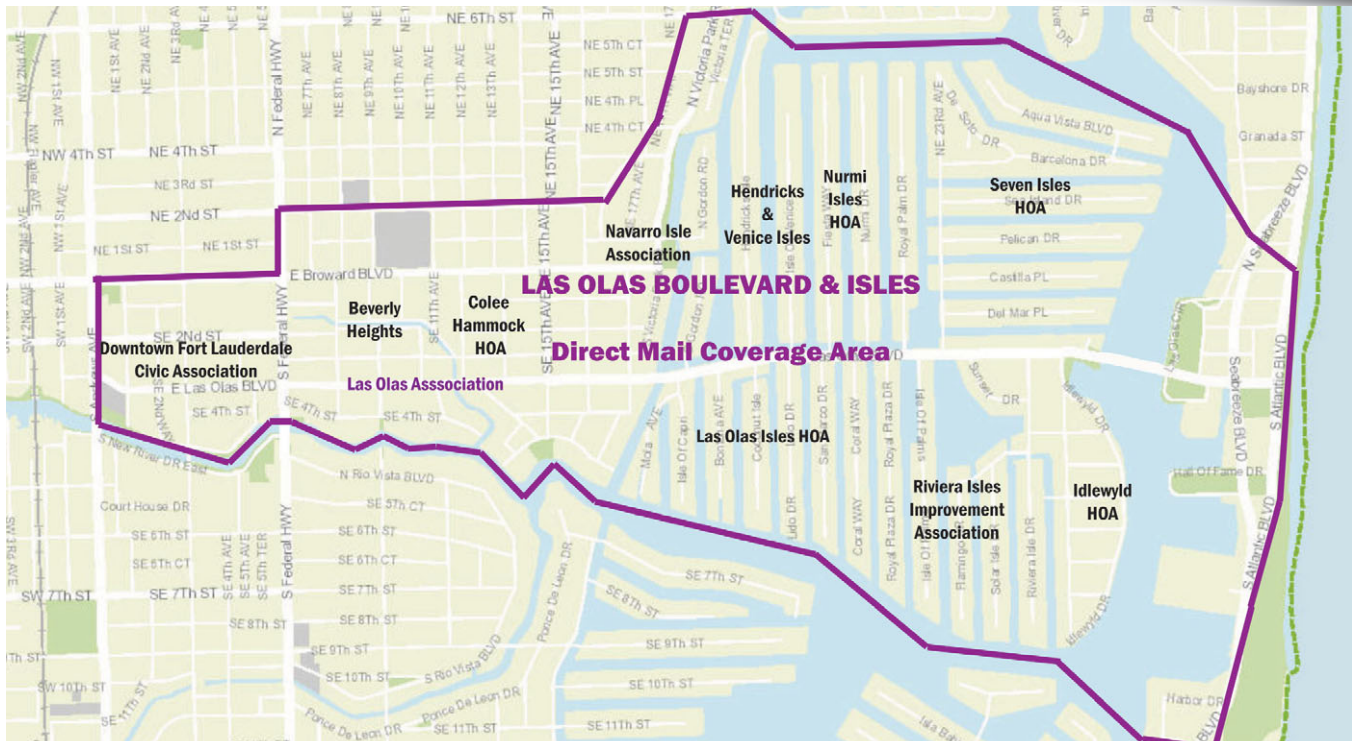


LAS OLAS Boulevard & Isles

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 Las Olas Boulevard! Join us! #MyLasOlas!



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

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

2018-2019 Ad Rates & Program Information



Las Olas Boulevard & Isles Ad Sponsorship program includes

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

AD SPONSORSHIP RATES | PER ISSUE (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

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: \$150.00 min; Half Pg: \$75.00 min; Quarter Pg: \$50.00 min; Eighth Pg: \$35.00 min.

Ad Specifications & Dimensions

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. Please send large files via Dropbox for download.

Publication Dates & Deadlines are always updated and online at www.LasOlasMag.com

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