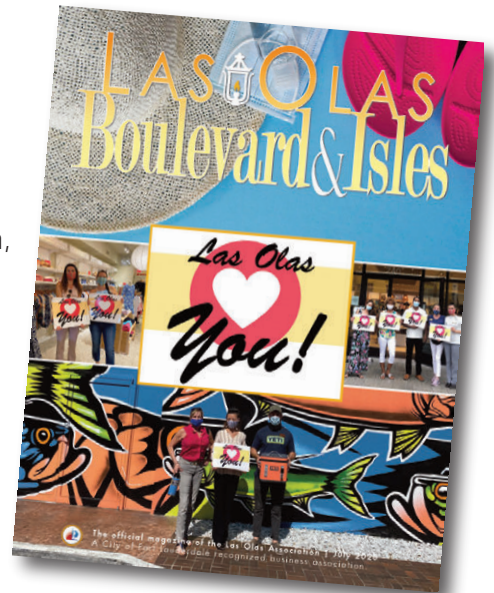


LAS OLAS Boulevard & Isles

The official magazine of the Las Olas Association & Las Olas Isles

- 12,500 copies published 6x annually (bimonthly)
- 11,000+ copies MAILED via USPS Every Door Direct Mail (EDDM) to EVERY home, condo, apartment & business in the downtown, Las Olas Blvd., Las Olas Isles & Las Olas Beach areas
- additional free Fort Lauderdale Beach hotels distribution
- additional free distribution via ad sponsors & LOA members
- additional free social network advertiser promotions

The 'Locals' guide to what's new and trending on our world-famous Las Olas Boulevard!



BY Las Olas. FOR Las Olas. ABOUT Las Olas. JOIN Us!

LasOlasBoulevard.com • LasOlasMag.com

LAS OLAS Boulevard & Isles

2021 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 SIZE/FREQUENCY

	<u>1 issue</u>	<u>2-5 issues</u>	<u>6 issues</u>
• 1/8 Page (Business Card)	\$115	\$105 ea.	\$95 ea.
• 1/4 Page	\$210	\$195 ea.	\$185 ea.
• 1/2 Page	\$385	\$350 ea.	\$325 ea.
• Full Page	\$725	\$675 ea.	\$625 ea.
• Premium Pages (OBC, IFC, IBC, pgs. 1,2,3,4,5,6,7)	\$825	\$775 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 schedules, pub. dates and deadlines at www.localfortlauderdale.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 as follow for art, text or design work requested or required: Full Page: \$125.00 minimum; Half Page: \$75.00 min.; Quarter Page: \$50.00 min.; Eighth Page: \$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. Please send large files via Dropbox for download.

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

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