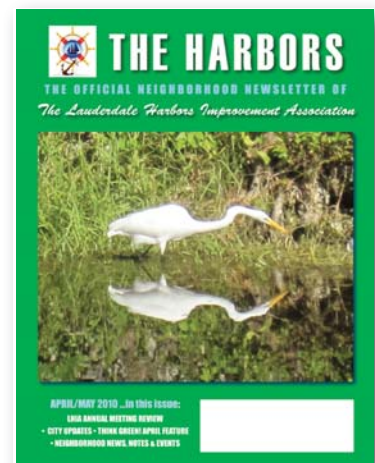


2010-2011 AD RATES & SPECIFICATIONS

Welcome to the *OFFICIAL* newsletter programs of
Rio Vista • Harbor Beach & Harbour Inlet
Lauderdale Harbors & Harbordale



rates per insertion

(additional discounts may apply)

AD Size & Specs (horiz" x vert")

BUSINESS CARD full-color (4/c)
3.5" X 2"

QUARTER PAGE full-color (4/c)
std: 3.5" x 4.75"; horiz: 7.5" x 2.5"

HALF PAGE full-color (4/c)
std: 7.5" x 4.75"; vert: 3.5" x 9.75"

FULL PAGE full-color (4/c)
page trim: 8.5" x 11"; bleed: 8.75" x 11.25";

PREMIUM PAGE full-color (4/c)

	SEABREEZES (Published Monthly)			RIO VISTA (Every Other Month)			THE HARBORS (Every Other Month)		
	1x rate	3x rate	6x rate	1x rate	3x rate	6x rate	1x rate	3x rate	6x rate
BUSINESS CARD full-color (4/c) 3.5" X 2"	95	90	85	95	90	85	85	80	75
QUARTER PAGE full-color (4/c) std: 3.5" x 4.75"; horiz: 7.5" x 2.5"	185	175	165	185	175	165	165	155	145
HALF PAGE full-color (4/c) std: 7.5" x 4.75"; vert: 3.5" x 9.75"	325	305	295	325	305	295	305	295	275
FULL PAGE full-color (4/c) page trim: 8.5" x 11"; bleed: 8.75" x 11.25";	625	595	575	625	595	575	595	575	550
PREMIUM PAGE full-color (4/c)	695	675	650	695	675	650	650	625	595

ALL RATES INCLUDE: 4/c display ad, logo/link on Association website, online listings/links & e-newsletter promos

• AD INSERTIONS IN ALL THREE PUBLICATIONS WILL BE AT LOWEST APPLICABLE FREQUENCY RATE SHOWN ABOVE

• BLACK & WHITE ADS ALLOWED 20% DISCOUNT • ALL ADVERTISING IS PAYABLE PRIOR TO PUBLICATION

- Acceptable ad files must be submitted in CMYK color as 'hi-res' (300 dpi) .pdf, .jpg or .eps files in final form. Please send ad materials via email to: design@gmstrategic.com or upload via FTP - please contact publisher for FTP information.
- Additional charge of 15% for ad layout & production includes design & layout through two drafts. Additional charges may apply thereafter
- 'SEABREEZES' is published in association with the South Beach Alliance (Harbor Beach/Harbour Inlet/Harbour Isles Assns.)
- 'THE HARBORS' is published in association with The Lauderdale Harbors Improvement Association
- 'RIO VISTA!' is published in association with the Rio Vista Civic Association

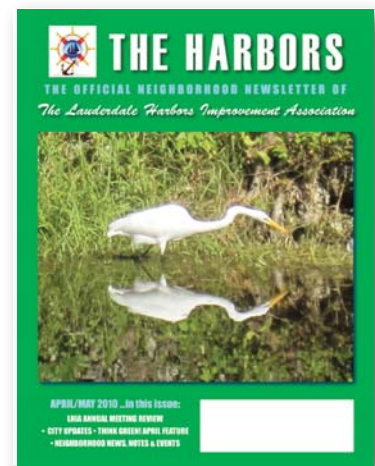
For complete advertising information, specific publication dates and editorial requirements, please contact publisher

GM Strategic Media

PO Box 461090 • Fort Lauderdale, FL • 33346-1090 • www.gmstrategic.com
 George Mihaiu, Publisher • Tel: 954.828.1337 • publisher@gmstrategic.com

2010-2011 PUBLICATION SCHEDULES

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2010 PUBLICATION SCHEDULES

PUBLICATION	SEABREEZES	RIO VISTA!	THE HARBORS
ISSUE MONTH/YEAR	Harbor Beach/Harbour Inlet 1500 copies Pub. Date: 1st week of month Ads: 15th of month prior	Rio Vista 1500 copies Pub. Date: 1st week of month Ads: 15th of month prior	Lauderdale Harbors & Harbordale 1000 copies Pub. Date: 1st week of month Ads: 15th of month prior
JUNE 2010	NEWSLETTER + E-NEWS	NEWSLETTER	NEWSLETTER
JULY 2010	NEWSLETTER + E-NEWS	E-NEWS	E-NEWS
AUGUST 2010	NEWSLETTER + E-NEWS	NEWSLETTER	NEWSLETTER
SEPTEMBER 2010	NEWSLETTER + E-NEWS	E-NEWS	E-NEWS
OCTOBER 2010	NEWSLETTER + E-NEWS	NEWSLETTER + E-NEWS	NEWSLETTER
NOVEMBER 2010	NEWSLETTER + E-NEWS	NEWSLETTER + E-NEWS	E-NEWS
DECEMBER 2010	NEWSLETTER + E-NEWS	NEWSLETTER + E-NEWS	NEWSLETTER
JANUARY 2011	NEWSLETTER + E-NEWS	NEWSLETTER + E-NEWS	E-NEWS
FEBRUARY 2011	NEWSLETTER + E-NEWS	NEWSLETTER + E-NEWS	NEWSLETTER
MARCH 2011	NEWSLETTER + E-NEWS	NEWSLETTER + E-NEWS	E-NEWS
APRIL 2011	NEWSLETTER + E-NEWS	NEWSLETTER + E-NEWS	NEWSLETTER
MAY 2011	NEWSLETTER + E-NEWS	E-NEWS	E-NEWS

*E-Newsletters may be published more frequently than shown above due to news, notices & information update needs of each group.
 For more information on special E-Newsletter sponsorships now available, please contact publisher.*

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