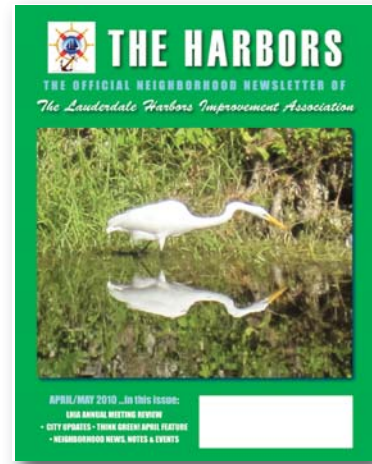
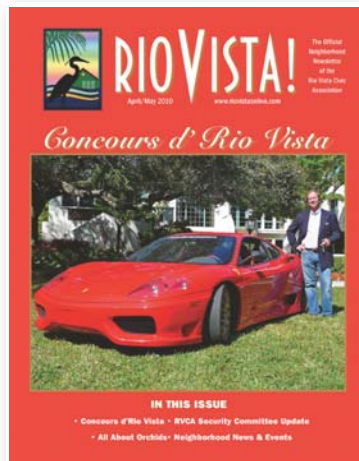


# 2010-2011 AD RATES & SPECIFICATIONS

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  
 3.5" X 2"

**QUARTER PAGE** full color  
 std: 3.5" x 4.75"; horiz: 7.5" x 2.5"

**HALF PAGE** full color  
 std: 7.5" x 4.75"; vert: 3.5" x 9.75"

**FULL PAGE** full color  
 page trim: 8.5" x 11"; bleed: 8.75" x 11.25";

**PREMIUM PAGE** full color only

	<b>SEABREEZES</b> (Published Monthly)			<b>RIO VISTA</b> (Every Other Month)			<b>THE HARBORS</b> (Every Other Month)		
	1x rate	3x rate	6x rate	1x rate	3x rate	6x rate	1x rate	3x rate	6x rate
<b>BUSINESS CARD</b> full color 3.5" X 2"	95	90	85	95	90	85	85	75	65
<b>QUARTER PAGE</b> full color std: 3.5" x 4.75"; horiz: 7.5" x 2.5"	185	175	165	185	175	165	150	135	125
<b>HALF PAGE</b> full color std: 7.5" x 4.75"; vert: 3.5" x 9.75"	325	305	295	325	305	295	295	285	265
<b>FULL PAGE</b> full color page trim: 8.5" x 11"; bleed: 8.75" x 11.25";	625	595	575	625	595	575	575	550	525
<b>PREMIUM PAGE</b> full color only	695	650	595	695	650	595	625	595	575

Ad Rates Include: **4/c display ad, logo/link on Association website, online listings/links & e-newsletter promos**

**5% ADDITIONAL DISCOUNT FOR ADS IN TWO (2) PUBLICATIONS • 10% ADDT'L DISCOUNT FOR ADS IN THREE (3) PUBLICATIONS**

**BLACK & WHITE ADS ALLOWED 20% • 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**

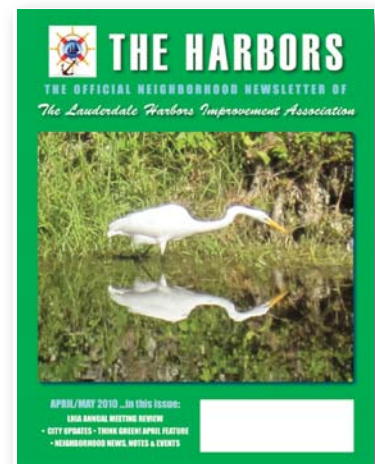
*For complete advertising information, specific publication dates and editorial requirements, please contact publisher*



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

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



## 2010 PUBLICATION SCHEDULES

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

**GM Strategic Media**

PO Box 461090 • Fort Lauderdale, FL • 33346-1090 • [www.gmstrategic.com](http://www.gmstrategic.com)  
 George Mihaiu, Publisher • Tel: 954.828.1337 • [publisher@gmstrategic.com](mailto:publisher@gmstrategic.com)