



including South Miami

Great Gables Guide

Rate Card Number 6



Format

4 inches wide x 9 inches tall

Circulation (per issue)

in Coral Gables	15,000
in Dade County	12,500
regional, national	2,000
total circulation quarterly	29,500

pass-along reader factor 3.1	91,450
annual readership	365,800

Frequency

Published quarterly (4 times per year)

Advertising Deadlines

Summer	May 12
Fall	August 12
Winter	November 12
Spring	February 12

Great Gables Events Weekly E-Mail Service

"Great Gables Events" is our e-mail service reaching more than 9,000 readers in Coral Gables each week with the latest info about cultural events. The number of email impressions on an annual basis exceeds 225,000. Sponsorship opportunities are available — please inquire.

Terms and Conditions

Electronic Submissions: Digitized ads will be accepted on CDs, via e-mail, ftp or other electronic means available to the publisher. Proofs are required. Adobe Photoshop CMYK files are preferred. Quark documents must include fonts, support files (tiff or EPS) and CMYK photos. Contact publisher for more info.

Production Charges: Ads not in final format will be invoiced for production, typesetting, and other work as necessary.

Revisions: Changes to advertisements less than one week prior to the

deadline may incur additional production charges.

Materials Due: Materials must be received before the published deadline in order to be included in the following issue. Original materials and disks will be returned upon request.

Terms: Advertisements must be paid in advance of publication, except accounts with approved credit.

Cancellation: Publisher reserves the right to cancel an advertisement if payment is not received before

deadline. Unpaid balances and finance charges on credit accounts must be paid in full before a contract is reinstated. Terms may change to payment prior to insertion at the discretion of the publisher. Advertiser may cancel an advertising contract with written notification 7 days prior to deadline. Short rate may apply.

Returned Checks: \$30 charge.

Late Payment: Unpaid accounts will be charged the maximum rate for 1x ad placement for all contracted space and will accrue interest at a rate of 5% per month.

Advertising Rates

Listing

One Line Listing in Directory \$100 per year

Ad Placement Frequency	1x	2x	4x
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Color Display

Half Page	900	750	600
Full Page	1350	1125	900

Color Premium Positions

Back Cover	2000	1700	1375
Inside Covers	1800	1500	1200
Center Spread	3000	2500	2000

Preferred Position: +10%

Cost per ad impression annually: \$.0098
(less than one cent per full page impression)

Ad Sizes (inches)

Half Page	3.5 wide by 4.125 tall
Full Page	3.5 wide by 8.375 tall
Full Page Bleed	4.25 wide by 9.25 tall trimmed to 4 x 9