

rates

quarterly interior ad rates

SIZE	SPECS (WIDTH X HEIGHT)	1x	4X WITH ANNUAL CONTRACT
full page trim	8.375" x 10.875"	\$2,950	\$2,650
full page bleed	8.625" x 11.125"	2,950	2,650
1/2 page vertical	3.625" x 10"	1,600	1,400
1/2 page horizontal	7.375" x 4.875"	1,600	1,400
1/4 page	3.625" x 4.875"	950	800
1/8 page	3.625" x 2.3125"	550	450

premium positions

POSITION	SPECS	1x	4X WITH ANNUAL CONTRACT
back cover	see above	\$4,200	\$3,600
inside front cover	see above	3,600	3,050
inside back cover	see above	3,360	2,950

- All rates are net, per issue.
- Creative and production services are available. Please ask for rates.
- Insert information and special quotes are available upon request.

Website banner ads

- Header/Leaderboard 728x90
- Medium rectangle 300x250

***Also available: Takeovers and other digital promotions.** Rates available upon request.

2017 dates

	WINTER	SPRING	SUMMER	FALL	WINTER 2018
ad deadline	dec. 16, 2016	mar. 17	june 16	sept. 15	dec. 15
publication date	jan. 15, 2017	april 15	july 15	oct. 15	jan. 15, 2018

Terms: Net cash payment is due on signing for single issue frequency contracts. All contracts are non-cancellable by advertiser unless otherwise agreed upon in writing. *Edible South Florida* reserves the right to reject any advertising if we deem it inappropriate in any way.

Specifications:

- 1 Live material not intended to bleed must be kept at least 3/8" from all sides to allow for trim. Live image area for full page ad is 7 5/8" x 10 1/8".
- 2 Electronic files are to be sent in Macintosh format only. Accepted programs include, Photoshop, Illustrator and InDesign. Include all PostScript and screen fonts. Include all images as JPEG or TIFF in high resolution (at least 300 DPI at 100 percent) as CMYK. If files are not provided as CMYK, then we will be forced to convert the color and we cannot guarantee an exact match of color on press. PDF/X-1A files are preferred.
- 3 Double-page spreads: Perfect alignment of type or design across the gutter of two facing pages is not guaranteed. Live matter in the facing-page subject cannot be closer than 3/8" to the gutter.
- 4 Full-page ads: Must include 1/8" bleed on all sides. When you PDF your ad, go to "Marks and Bleeds" and set offset to 0.25 inches. Make sure to check "Crop marks" and "Bleed marks."
- 5 For your convenience, we've created templates you can use to build your ad in InDesign, Photoshop and Illustrator. Just contact us and we'll email them to you.

#locallove *edible*
SOUTH FLORIDA

Contact Gretchen Schmidt today: 305-389-1644 or gretchen@ediblesouthflorida.com