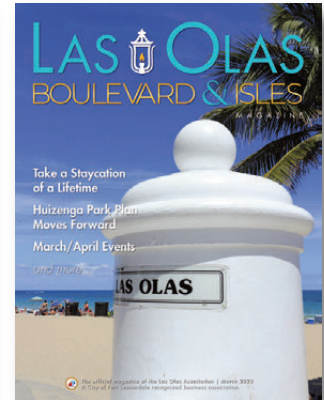
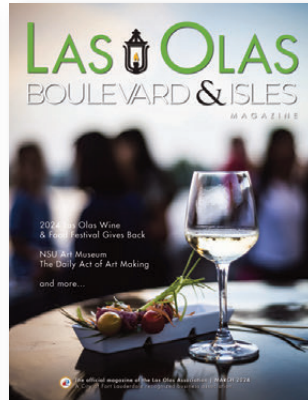
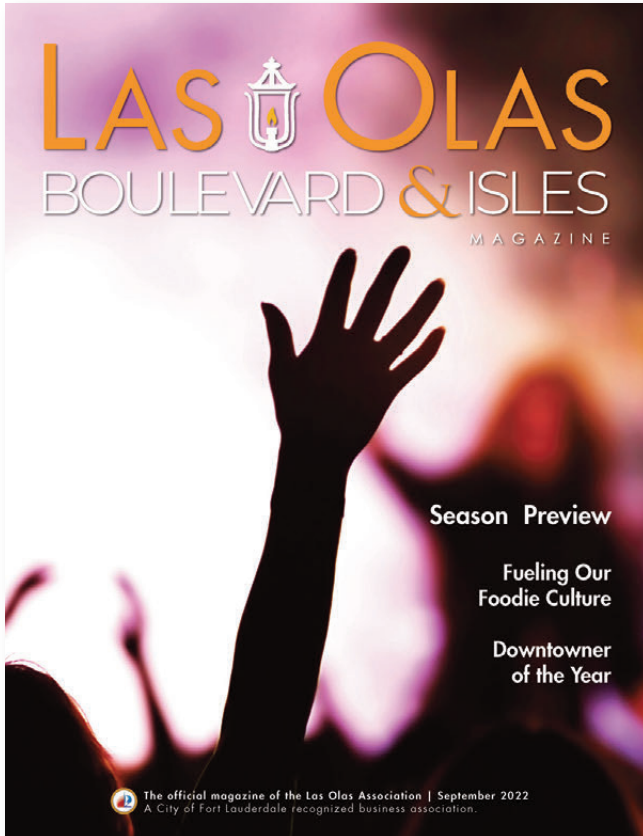


LAS OLAS

BOULEVARD & ISLES

MAGAZINE



BY Las Olas. ABOUT Las Olas. FOR Locals & Visitors Alike!
The official magazine of the Las Olas Association

The ONLY magazine exclusively dedicated to showcasing Fort Lauderdale's fabulous Las Olas Boulevard, Downtown & Isles

2024-2025 Media Kit

**FortLauderdale
MediaAssociates**

Serving & connecting Fort Lauderdale's neighborhoods & business community since 2008

LAS OLAS BOULEVARD & ISLES

M A G A Z I N E



The only magazine *exclusively* showcasing our fabulous Las Olas Boulevard, Downtown & Isles!

The *Heart* of Fort Lauderdale!

- 14,000+ copies published 6x annually (bimonthly)
- 11,000+ copies MAILED via USPS Every Door Direct Mail (EDDM) to EVERY home, condo, apartment & business in our Downtown, E. Las Olas Blvd., Las Olas Isles & more
- free distribution in the major Fort Lauderdale Beach hotels
- free distribution via ad sponsors, real estate offices & retail
- added-value free social media promotion for advertisers
- online at LasOlasBoulevard.com & LasOlasMag.com
- ultra-premium quality satin stock cover & text stock



BY Las Olas. ABOUT Las Olas. FOR Locals & Visitors Alike!

The Guide to what's new & trending on and around our fabulous Las Olas Boulevard!

2024-2025 Ad Rates & Program Information

AD SIZE/FREQUENCY	<u>1-2 issues</u>	<u>3-5 issues</u>	<u>6 issues</u>
• 1/8 Page (Business Card)	\$130 ea.	\$115 ea.	\$99 ea.
• 1/4 Page	\$240 ea.	\$215 ea.	\$190 ea.
• 1/2 Page	\$450 ea.	\$415 ea.	\$375 ea.
• Full Page	\$850 ea.	\$795 ea.	\$725 ea.
• Premium Pages (OBC, IFC, IBC, pgs. 1,2,3,4,5,6,7 & 9)	\$925 ea.	\$885 ea.	\$850ea.

- Ad Rates Shown INCLUDE FULL COLOR (4/c process). No discount for B/W ads.
- 5% discount for ads in any two, three or four FLMA local magazines. 10% discount for ads in all five FLMA magazines.
- Ad rates are based upon receipt of press-ready ad files designed to specs. See below for ad design and editing charges.
- FREQUENCY: Published every other month (6x per year). See publication dates and deadlines on back page.
- AD DEADLINES: Ad space & final ad file submission deadline is 20 days prior to the issue publication date. Sooner is better.
- 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, Zelle or credit card. VISA/MC/AMEX/Discover accepted.
- BUSINESS CATEGORY RESTRICTIONS on advertising may apply.
- PLEASE NOTE! Additional charges will apply as follow for art, text or ad design & layout changes as follow.
Full Page: \$175.00 minium; Half Page: \$95.00 min.; Quarter Page: \$65.00 min.; Eighth Page (Bus.Card): \$50.00 min.

Each display advertising program includes:

- DISPLAY AD in the print issue and in the digital version of every issue. Digital ad linked to website.
- FEATURED FRIENDS logo listing & link to advertiser’s website promoted on LasOlasMag.com & social media.

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 Live Area	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 or other download application.

Visit www.LasOlasMag.com or LasOlasBoulevard.com/magazine to view the latest digital issues

Published in association with the Las Olas Association, The Las Olas Company & Visit Lauderdale by



LAS OLAS BOULEVARD & ISLES

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2024-2025 Pub Dates, Deadlines & Editorial Calendar



Issue	Editorial Theme	Pub Date	Ad Deadline
Sept/Oct 2024	Annual Season Preview	9/1/2024	8/16/2024
Nov/Dec 2024	Holidays Special Issue	11/1/2024	10/15/2024
*Jan/Feb 2025	New Year: A Look Ahead	*1/10/2025	*12/10/2024
Mar/Apr 2025	Spring Surprise! Issue	3/1/2025	2/15/2025
May/June 2025	'Locals' Issue	5/1/2025	4/15/2025
July/Aug 2025	Summer Issue	7/1/2025	6/15/2025

Please Note! The above pub dates are targeted 'week of' dates for each issue and are subject to change at discretion of each organization as needed or as may occur due to mailing fulfillment or USPS carrier delivery time changes or delays. All advertisers will be notified if any significant date changes or delays to any issue may occur.

* denotes special Holiday publication dates & deadlines.



FortLauderdale Media Associates

401 E. Las Olas Boulevard, Ste. 130-599, Fort Lauderdale, FL 33301 | Tel: 954.828.1337 | FortLauderdaleMedia.com
 Serving Fort Lauderdale's neighborhoods & business community since 2008