

## COLOR DISPLAY ADVERTISING RATES

FREQUENCY	1x	3x	6x	9x	12x
Page	2,875	2,760	2,645	2,325	2,095
2/3 Page	2,275	2,185	2,090	1,840	1,650
1/2 Page	1,875	1,800	1,725	1,515	1,365
1/3 Page	1,315	1,260	1,210	1,065	960
1/6 Page	750	720	695	605	545

## AD SIZE SPECIFICATIONS

Trim size: 8.125" wide x 10.75" high

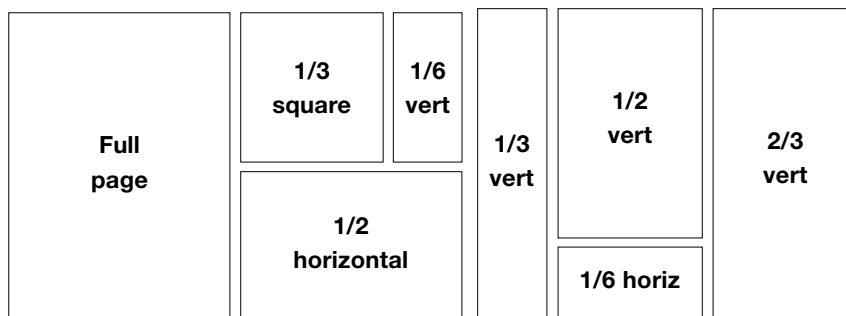
SIZE	DIMENSIONS
Full Page, Bleed**	8.375" x 11"
Full Page, Non-bleed	8.125" x 10.75"
Full Page Live Area	7.625" x 10.25"
2/3 Vertical	4.5" x 9.5625"
1/2 Vertical	4.5" x 7.125"
1/2 Horizontal	6.815" x 4.6875"
1/3 Vertical	2.188" x 9.562"
1/3 Square	4.5" x 4.6875"
1/6 Vertical	2.1875" x 4.687"
1/6 Horizontal	4.5" x 2.3125"

Keep live matter a minimum of .25" from head, foot and face trims.

Spreads with crossover type should allow at least .25" safety from gutter on both pages of spread.

\*\*Full page bleed ads must have live matter a minimum of .25" from head, foot and face trims.

Submit ad materials to **Kathleen Peckham** at [KathleenP@gulfshorelife.com](mailto:KathleenP@gulfshorelife.com).



# Rate Card

gulfshore  
**BUSINESS**

A GULFSHORE MEDIA PUBLICATION 3560 Kraft Road, Suite 301, Naples, FL 34105  
P (239) 449-4111 | F (239) 449-4163 | [GulfshoreBusiness.com](http://GulfshoreBusiness.com)

## ELECTRONIC FILE SPECIFICATIONS

• **Acceptable file formats.** *Gulfshore Business* is published electronically. Supply press-optimized PDF files saved at 300 dpi and as CMYK, with all fonts embedded. Documents must be created 100% to size. Compressed files are not recommended.

Also accepted are high-res QuarkXpress, InDesign, PhotoShop or Illustrator files with all supporting electronic files and typefaces (both screen and printer fonts); text converted to outlines.

Supply scans to desired size no less than 300 dpi and CMYK. (RGB and Indexed Color not supported.) Files saved in EPS or TIFF format; line art supplied at minimum of 800 dpi.

Use Type 1 Postscript fonts only, preferably Adobe.

• **Proofs required for artwork.** Color-correct digital proof required; color laser output not acceptable. If acceptable proof not supplied, advertiser assumes full responsibility for color reproduction. Metallic and 5th color inks must be labeled on proof. No rebate or discount in event of color variation.

**Any revision by *Gulfshore Business* magazine to sub-standard artwork will be charged over and above regular production charges.**

- **Production charges for ads.** Contact your sales executive.
- **Printing.** High-gloss, coated enamel stock, heatset web offset press, perfect bound.
- **Return of materials.** All requests require 8-10 working days and materials cannot be returned if account is unpaid. All artwork stored for one year from date of publication, then destroyed. Please label media to facilitate return and include address to which materials should be returned.

## COMMISSION AND BILLING POLICIES

- **Terms.** All invoices due and payable within 30 days from invoice. Prepayment or approved credit application required for first-time advertisers. Ads published for the benefit of agency and advertiser and each is jointly liable for charges. Visa, Mastercard and American Express accepted.
- **Contracts.** Contract and/or insertion order must be signed and returned prior to space deadline. Rates are based on number of insertions in a 12-month period. An advertiser who does not complete a committed schedule will be subject to a short rate. Credits earned for increased frequency during a contract year apply to future ad space.

• **Commissions.** 15 percent of gross billing on space charges only to recognized agencies providing plate-ready materials. Production charges non-commissionable. Commissions are forfeited on invoices unpaid after 60 days from invoice date.

• **Collection.** If advertiser and/or agency defaults (bill past due more than 90 days), collection will be referred for legal action. Advertiser and agency are jointly liable for all fees and sums charged by collection agency and/or attorney's fees, plus court costs incurred by publisher in the event of judicial, probate or bankruptcy proceedings in the collection of such bills.

• **Cancellations.** Absolutely no cancellations or alterations of ad size accepted after space closing date. Publisher reserves right to repeat a previous ad or prepare and insert an ad without prior approval of copy or layout by advertiser if copy/plate-ready materials are not received by published deadlines.

• **Disclaimer.** Publisher reserves the right to refuse any advertising and shall not be held liable for damages if for any reason he fails to publish an ad. Advertisers and agencies assume all responsibility for content of ads (including illustrations, logos, representations and text) placed and printed, are liable for any and all claims arising against the publisher, and agree to hold publisher harmless for any claims or actions based on or arising out of such ads. All ads are positioned at the discretion of the publisher. Ads resembling editorial may be marked "advertisement" by the publisher.

## AD PRODUCTION CHARGES

Minimum \$100 for black-and-white ads, \$200 for four-color ads, including one color scan per one-third page (3 scans for full page). Additional scans \$50 each. Ads created by *Gulfshore Business* and used in other publications are subject to an additional creative service charge payable by the advertiser. Ads scheduled as plate-ready but requiring production bill at production rates plus 50%.

If SWOP-approved proof not supplied, one will be provided at an additional charge of \$75 if time allows. If acceptable proof not supplied, client assumes responsibility for color reproduction.

- **Photography.** \$175 per image. Subsequent photo rights extra, from photographer.
- **Late charges.** \$100 after copy deadline, \$350 at blueline.

# Rate Card

gulfshore  
**BUSINESS**

A GULFSHORE MEDIA PUBLICATION 3560 Kraft Road, Suite 301, Naples, FL 34105  
P (239) 449-4111 | F (239) 449-4163 | [GulfshoreBusiness.com](http://GulfshoreBusiness.com)