

Official HOA & Civic Association Neighborhood Publications

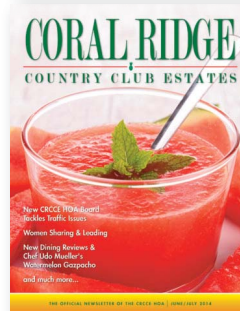
2014-2015 series published by Fort Lauderdale Media Associates, Inc.

THINK LOCAL. It's where your business lives.



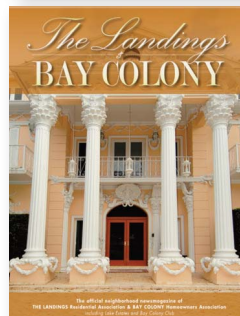
The official publication of the DOWNTOWN FORT LAUDERDALE CIVIC ASSOCIATION

- 10,000 copies bimonthly (5x)
- 7,500+ USPS direct mail to ALL downtown homes, condos and apartment residents as well as to all downtown businesses.
- 2,500+ via advertisers, local businesses and professional offices throughout the area business corridors.



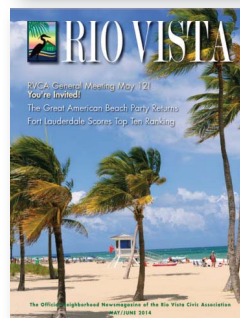
The official publication of the CORAL RIDGE COUNTRY CLUB ESTATES HOA

- 5,000 copies bimonthly (6x)
- 4,600+ USPS direct mail to ALL CRCC Estates neighborhood homes, condos and businesses.
- 500 via advertisers, local businesses and professional offices throughout the area business corridors.



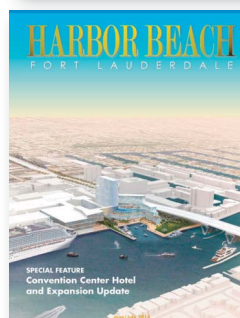
The official publication of the LANDINGS RESIDENTIAL ASSN. and BAY COLONY HOA

- 3,000 copies bimonthly (6x)
- 2,600+ USPS direct mail to ALL neighborhood area homes, condos and businesses
- 500 via advertisers, local businesses and professional offices throughout the area business corridors.



The official publication of the RIO VISTA CIVIC ASSOCIATION

- 3,000 copies bimonthly
- 2,600+ USPS direct mail to ALL Rio Vista homes, condos and businesses.
- 500+ via local area business and professional offices throughout the 17th Street & S. Federal Hwy. business corridor.

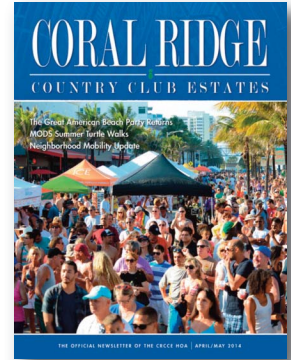
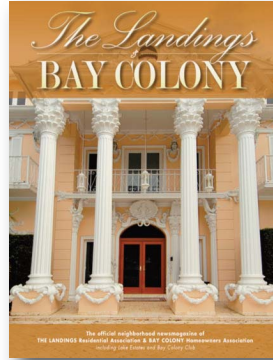
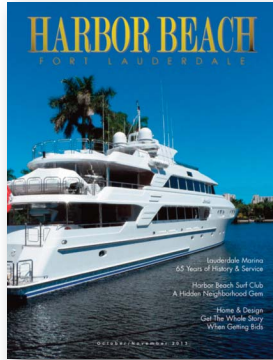
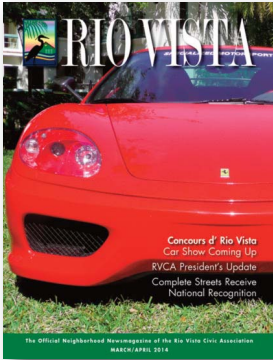


The official publication of the HARBOR BEACH PROPERTY HOMEOWNERS ASSOCIATION

- 3,000 copies bimonthly
- 2,600+ USPS direct mail to ALL Harbor Beach area homes, condo units and businesses
- 500+ via the beach condos, local area business and professional offices throughout the 17th Street business corridor.

The above publications are published in association with and on behalf of each respective neighborhood HOA or Civic Association. For more information on ad rates, publication dates, distribution and deadlines, visit us online at www.ftlauderdalemedia.com

RIO VISTA • CORAL RIDGE COUNTRY CLUB ESTATES HARBOR BEACH • THE LANDINGS & BAY COLONY



2014 ADVERTISING PROGRAMS

Each advertising program includes the following features

- DISPLAY AD in print issue every other month (published bimonthly)
- BANNER AD & LINK on the association's official website during the duration of your ad run
- FEATURED FRIENDS LISTING & LINK on the association's official website to your website or FB page
- SPECIAL OFFERS & EVENTS promotion via companion E-Newsletter, Facebook and other social networks

ADVERTISING RATES PER INSERTION & FREQUENCY

AD SIZE/FREQUENCY	1x	3x	6x	12x (2 yrs)
• 1/8 Page (Home & Professional Services Guide)	\$85	\$80 ea.	\$75 ea.	\$65.00
• 1/4 Page	\$165	\$150 ea.	\$140 ea.	\$125.00
• 1/2 Page	\$295	\$275 ea.	\$255 ea.	\$245.00
• Full Page	\$575	\$525 ea.	\$495 ea.	\$475.00
• Premium Pages (OBC, IFC, IBC, pgs. 1,3,5)	\$650	\$595 ea.	\$550 ea.	n/a

Ad Rates Shown are PER INSERTION and INCLUDE FULL COLOR (4/color). No discount for B/W ads.

MULTIPLE PUBLICATION DISCOUNT: 10% off rates for consecutive ads in two or more of our publications.

FREQUENCY: Each is published every other month for a total of 6x per year. See publication schedule dates on back.

AD DEADLINES: Ad space & final ad file submission deadline is 20 days prior to each issue publication date.

AD MATERIALS: Digital, press-ready ad files required. 300 dpi resolution, CMYK color, .pdf, .jpg, .tif, .eps or .psd ad files accepted. Submit via email to publisher@ftlauderdalemedia.com. Contact publisher for Dropbox for large file uploads.

PAYMENT TERMS: 1st issue payments due with insertion agreement. Subsequent issue ad payments are due upon invoice 15 days prior to each publication date. VISA/MC/AMEX/Discover accepted.

AD SPECIFICATIONS & DIMENSIONS

AD SIZE	width	height	AD SIZE	width	height
Full Page Trim Size	8.375"	10.875"	1/2 Page - horizontal	7.25"	4.625"
Full Page Bleed	8.625"	11.125"	1/4 Page - standard	3.375"	4.625"
Full Page Non-Bleed	7.375"	9.875"	1/8 Page - (Business Card)	3.375"	2.125"

published in association with and on behalf of each of the HOA and Civic Associations shown by

fort lauderdale Media Associates, Inc.

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office: 954.828.1337 • publisher@ftlauderdalemedia.com • www.ftlauderdalemedia.com

CITYVIEW

DOWNTOWN FORT LAUDERDALE

CITYVIEW is the official magazine of the Downtown Fort Lauderdale Civic Association, connecting residents, businesses, professionals and city leaders in a way no other publication does. With real and relevant local news, issues and economic development updates from Fort Lauderdale's most important and influential business and civic leaders...names you know and trust...CITYVIEW is an indispensable resource for everyone who lives, works and plays in our fast-growing downtown Fort Lauderdale area.

Distribution & Circulation

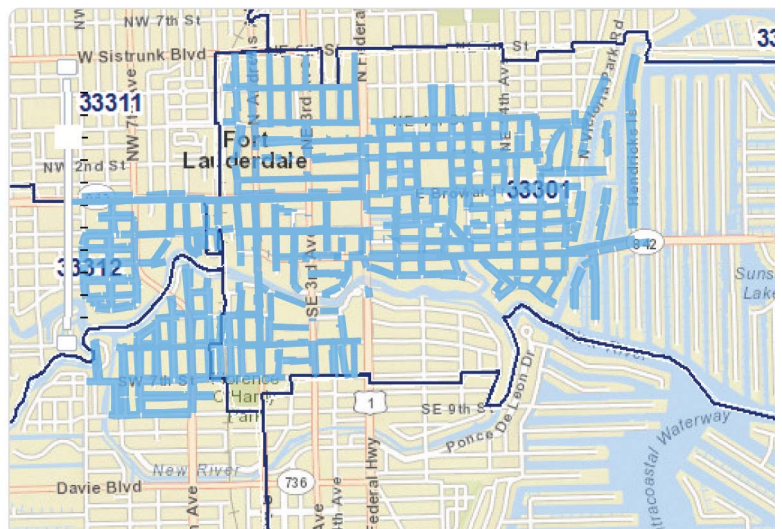
As the official magazine of the Downtown Fort Lauderdale Civic Association, 10,000 copies are published and distributed five times (5x) per year throughout the Center City area as follows:

- **7,500+ copies are MAILED via USPS directly to every downtown luxury condo unit, business and professional office in the Center City Downtown area**, including E. Las Olas Blvd., Colee Hammock, Beverly Heights, Flagler Village, FAT Village, Himmarshee and the A & E District.
- **2,500+ copies are available for free pick-up in downtown building lobbies, professional offices and via a select network of local retailers, real estate offices and other downtown businesses.**

Demographic Profile

Reaching downtown Fort Lauderdale's business and professional community, and its high-profile luxury condo residents and homeowners from Broward Center for the Performing Arts to our downtown Center City, from E. Broward Blvd. to the fabulous E. Las Olas Boulevard shops and restaurants, CITYVIEW's audience is highly affluent, active in city affairs and invested in the success and future of downtown Fort Lauderdale.

CITYVIEW Magazine USPS Direct Mail Coverage

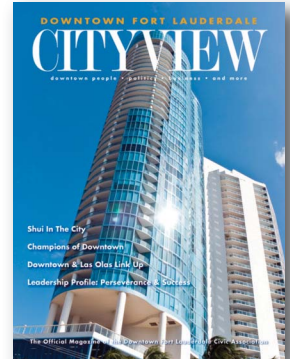


Publication Dates & Deadlines

ISSUE	PUB. DATE	AD DEADLINE
May/June '14	week of 5/15/14	4/25/14
July/Aug '14	summer break	n/a
Sept/Oct '14	week of 9/15/14	8/25/14
Nov/Dec '14	week of 11/15/14	10/25/14
Jan/Feb '15	week of 1/15/15	12/25/14
Mar/Apr '15	week of 3/15/15	2/25/15

CITYVIEW Downtown Magazine reaches Fort Lauderdale's fast-growing population of hi-rise luxury condo and apartment residents, professional offices and downtown businesses more comprehensively than any other magazine program out there. If reaching the growing number of residents who live, work, shop and play in downtown Fort Lauderdale makes sense for your business, we invite you to join us!

DOWNTOWN FORT LAUDERDALE CITYVIEW



2014 ADVERTISING PROGRAM

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- DISPLAY AD in print issue every other month (published bimonthly except summer)
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• 1/2 Page	\$350	\$325 ea.	\$295 ea.	\$285 ea.
• Full Page	\$675	\$625 ea.	\$575 ea.	\$550 ea.
• Premium Pages (OBC, IFC, IBC, pgs. 1,3,5)	\$750	\$695 ea.	\$670 ea.	n/a

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FORT LAUDERDALE MEDIA ASSOCIATES

THINK LOCAL. It's Where Your Business Lives.

As custom publishing specialists, each publication we produce combines upscale magazine layout & design with the 'up close and personal' touch of locally-focused editorial directly from our neighborhood, city, civic and business leaders. Relevant and reliable local news, business updates and civic affairs information specifically written BY each neighborhood FOR their own neighborhood residents...and MAILED DIRECTLY to EVERY home, condo unit and business address in the neighborhood area. If these high-profile audiences we reach are your business prospects and customers, we invite you to join us. No one covers local Fort Lauderdale better.

2014-2015 PUBLICATION DATES & DEADLINES (as of 6/1/14)

Publication Name	Issue	Publication Date	Deadline
Southeast Fort Lauderdale neighborhoods			
RIO VISTA	July/Aug 2014	week of 7/1/2014	6/15/2014
HARBOR BEACH	Aug/Sept 2014	week of 8/15/2014	7/25/2014
RIO VISTA	Sept/Oct 2014	week of 9/1/2014	8/15/2014
HARBOR BEACH	Oct/Nov 2014	week of 10/15/2014	9/25/2014
RIO VISTA	Nov/Dec 2014	week of 11/1/2014	10/15/2014
HARBOR BEACH	Dec'14/Jan 2015	week of 12/15/2014	11/25/2014
RIO VISTA	Jan/Feb 2015	week of 1/1/2015	12/15/2014
HARBOR BEACH	Feb/Mar 2015	week of 2/15/2015	1/25/2015
RIO VISTA	Mar/Apr 2015	week of 3/1/2015	2/15/2015
HARBOR BEACH	Apr/May 2015	week of 4/15/2015	3/25/2015
RIO VISTA	May/June 2015	week of 5/1/2015	4/15/2015
HARBOR BEACH	June/July 2015	week of 6/15/2015	5/25/2015
Northeast Fort Lauderdale neighborhoods			
THE LANDINGS/BAY COLONY	July/Aug 2014	week of 7/15/2014	6/25/2014
CORAL RIDGE CC ESTATES	Aug/Sept 2014	week of 8/1/2014	7/15/2014
THE LANDINGS/BAY COLONY	Sept/Oct 2014	week of 9/15/2014	8/25/2014
CORAL RIDGE CC ESTATES	Oct/Nov 2014	week of 10/1/2014	9/15/2014
THE LANDINGS/BAY COLONY	Nov/Dec 2014	week of 11/15/2014	9/25/2014
CORAL RIDGE CC ESTATES	Dec'14/Jan 2015	week of 12/1/2014	11/15/2014
THE LANDINGS/BAY COLONY	Jan/Feb 2015	week of 1/15/2015	12/25/2014
CORAL RIDGE CC ESTATES	Feb/Mar 2015	week of 2/1/2015	1/15/2015
THE LANDINGS/BAY COLONY	Mar/Apr 2015	week of 3/15/2015	2/25/2015
CORAL RIDGE CC ESTATES	Apr/May 2015	week of 4/1/2015	3/15/2015
THE LANDINGS/BAY COLONY	May/June 2015	week of 5/15/2015	4/25/2015
CORAL RIDGE CC ESTATES	June/July 2015	week of 6/1/2015	5/15/2015
Downtown Fort Lauderdale			
CITYVIEW	online issue	online	online
CITYVIEW	Sept/Oct 2014	week of 9/15/2014	8/25/2014
CITYVIEW	Nov/Dec 2014	week of 11/15/2014	10/25/2014
CITYVIEW	Jan/Feb 2015	week of 1/15/2015	12/25/2014
CITYVIEW	Mar/April 2015	week of 3/15/2015	2/25/2015
CITYVIEW	May/June 2015	week of 5/15/2015	4/25/2015

Publisher's Note: Publication Dates are shown as 'week of...' due to USPS Every Door Direct Mail delivery times and for the flexibility needed for our HOA partners to include timely news & updates for their residents.

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