

Closing Dates

SPACE RESERVATIONS: Due on the first Tuesday of the month prior to issue date.

MATERIALS: All material for ads requiring design and production must be received by the first Tuesday of the month prior to issue date. All camera-ready ads are due on the 13th of the month prior to issue date. If the 13th is a Saturday or Sunday, camera-ready ads are due the Friday prior.

Production Changes/Cancellations

CHANGES: Miami Monthly will not be responsible for changes made to ads after the closing date.

CANCELLATIONS: Cancellations will only be accepted in writing. Cancellations are not permitted after closing date and the client will be responsible for payment.

Publisher's Policies

RATE PROTECTION: Rates are guaranteed for the duration of the contract period. Advertisers will be short-rated to the closest advertising rate satisfied if they do not abide by the terms of the contract.

TERMS: Payment for advertising is due prior to printing. In cases where credit is approved, advertising is invoiced on the first of the month. Invoices are due and payable upon receipt. Discounts may apply for advance payment in full of long-term contracts. Payments received more than 30 days from the date of invoice are subject to a 1.5% per month late payment charge, retroactive to the date of invoice.

Contract Regulations

Mass Media Enterprises will not be bound by clauses appearing on insertion orders or elsewhere that may conflict with the terms of its advertising contract or rate card. All ads are subject to the publisher's approval and Mass Media reserves the right to reject advertising not in keeping with its standards. The advertiser and the agency assume complete liability and agree to indemnify and protect Mass Media Enterprises from losses or expenses and claims, or legal action arising from the content or subject matter of ads submitted for publication, including suits or actions for libel, plagiarism, copyright infringement and unauthorized use of names or photographs, or invasion of privacy. The advertiser and agency assume complete responsibility for authorization to publish the entire content and subject matter of the advertisement. Mass Media must be notified in writing of any error within 10 days of invoice date.



miamiTM
M O N T H L Y
CITY MAGAZINE

Mission Statement

Miami Monthly provides its readers with comprehensive insight into the politics, neighborhoods, business, art and social life of the Greater Miami community. From the city halls to the city streets, *Miami Monthly* is dedicated to giving its readers the news they need to know - and the tools they need to live richer, more interesting lives.

Be informed.
Be prepared.
Read Miami Monthly.

Delivering local news and
commentary since 1997.

miamiTM
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CITY MAGAZINE

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2008

ADVERTISING RATES
AND
SPECIFICATIONS

Advertising Rates and Specifications

Consecutive advertising. All rates are net.

FULL COLOR:	Open	4x	6x	12x
Spread	\$10,480	\$ 9,140	\$8,390	\$ 7,740
Full Page	\$ 5,630	\$4,660	\$4,280	\$3,940
2/3 Page	\$ 3,950	\$3,470	\$ 3,180	\$2,920
Junior Page *	\$ 3,390	\$2,810	\$2,610	\$2,340
1/2 Page	\$ 2,950	\$2,450	\$2,270	\$2,030
1/3 Page	\$ 2,180	\$1,920	\$1,790	\$ 1,610
1/6 Page	\$ 1,230	\$1,070	\$ 980	\$ 900
1/12 Page	\$ 730	\$ 670	\$ 570	\$ 490

COVERS:	Open	4x	6x	12x
Back Cover	\$ 7,880	\$6,550	\$5,990	\$5,550
Inside Front	\$ 7,050	\$5,850	\$5,340	\$4,950
Inside Back	\$ 6,750	\$5,600	\$5,150	\$4,750

Spread	\$700
Full page	\$380
2/3 page	\$240
Junior page	\$210
1/2 page	\$190
1/3 page	\$120
1/6 page	\$ 80
1/12 page	\$ 60

*Limited number available per issue



Mechanical Requirements

PRODUCTION

Ad prices are for camera ready supplied art and do not include production charges.

CAMERA READY ADS

Ads must be supplied at exact size in Mac format, collected for output and in original application program (i.e. Quark, Illustrator, Freehand, etc). Ads may be supplied on disk or emailed as JPEG or PDF files. Ads may also be uploaded via our FTP site. FTP information provided upon request.

All files must be 300 dpi. All ads must be accompanied by a proof or printout of the ad. Please include a contact number. Any problems with the files are the responsibility of the advertiser.

AD SIZE

Spread Bleed: Full Page Bleed: 2/3 Vertical: Junior Page: 1/2 Horizontal: 1/2 Vertical: 1/3 Vertical: 1/3 Square: 1/6 Vertical: 1/12 Square:

WIDTH

16.75" 16.25" 8.375" 8.125" 4.625" 4.625" 7.125" 3.5" 2.25" 2.25" 2.25"

DEPTH

11.25" 10.875" 11.125" 10.875" 10.0" 7.125" 4.875" 10.0" 10.0" 4.875" 2.25"

Gatefolds, Reprints, Overruns, Inserts and Postal Reply Cards: Rates available upon request.

Guaranteed Positions: 15% premium

