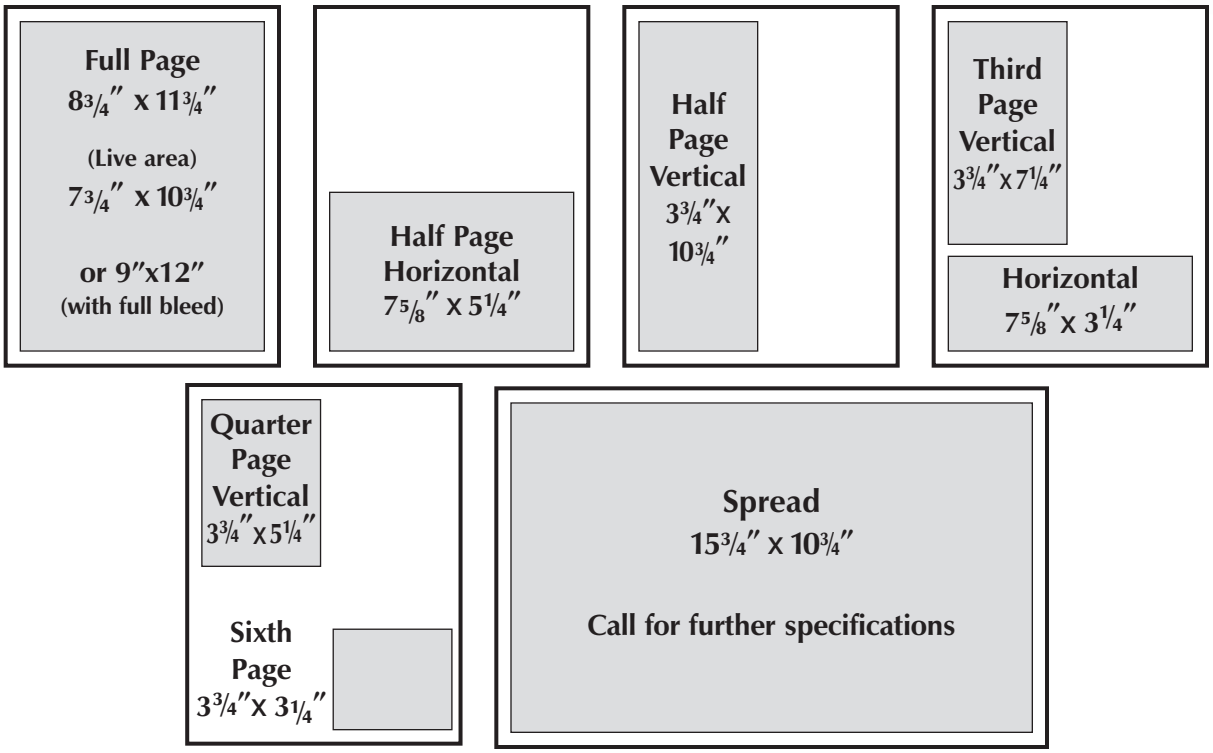
the Parklander

Celebrating our 15th year of Publication!

All Ads Full Color!

9381 West Sample Road • Suite 203 • Coral Springs, FL 33065
954.755.9800 • Fax: 755.2082 • Email: sales@theparklander.com

ADVERTISING RATES & SPECIFICATIONS



Premium Pages

100# Gloss, Trim Size 8¾″x11¾″ with full bleed

Back Cover $1,650
Inside Front Cover $1,450
Inside Back Cover $1,300

60# Gloss, Trim Size 17½″x11¾″

Spread $1,800

60# Gloss, Trim Size 8¾″x11¾″

Double Cover Page $1,200

Standard Ad Rates Per Issue

60# Gloss, Trim Size 8¾″x11¾″

	3 Issues	6 Issues	12 Issues
Full Page	$1000	$960	$915
Half Page	$760	$725	$685
Third Page	$490	$465	$430
Quarter Page	$425	$395	$365
Sixth Page	$270	$255	$230

60# Gloss, For 3 months:

Business Card* (2½″x1¾″) $270

**These ads must be paid in advance and design will not change during the 3 mo. period*

All Standard Ads are placed or stacked at the discretion of *the Parklander.*

SET-UP FEES: All rates are based on print-ready material. Ads must be sized to the stated specifications. In the event that print-ready material is not supplied, a set-up charge will be added: Full page: $125; 1/2 page: $105; 1/3 or 1/4 Page: $95; all other sizes $75.

CHANGES: **Date changes — no charge. All other changes will be billed at $45 per hour, pro-rated.**

PLACEMENT: Alert Sales Rep. if specific placement is desired, but note that **Premium Pages are the only pages with guaranteed placement**.

DEADLINES: Advertisements: Print-ready ads must be received by the 5th of each month preceding each issue. Ads that require set-up and Advertorials must be received by the 1st of each month preceding each issue.

FORMAT: File Types: InDesign, QuarkXPress, Adobe Illustrator, Adobe Photoshop , and Adobe PDF. NO MICROSOFT PUBLISHER OR COREL-DRAW FILES WILL BE ACCEPTED. Please include all fonts used with QuarkXPress/InDesign files and create to outlines any fonts used in Adobe Illustrator. Call about all other files and non-Mac platforms. Graphics should be CMYK, 300 dpi (at 100% of the print size).

For PDFS: Make sure that compression options are set to "none" (DO NOT COMPRESS FILES). When using Acrobat Distiller, set the default to pdf/x-1a:2001 compliant or pdf/x-3:2002.

Go to *WWW.THEPARKLANDER.COM* for more specifc ad instuctions. Email: *ads@theparklander.com* or, if file is above 5mgs, please submit on CD. Questions: Call (954) 755-9800; Fax (954) 755-2082.

Make all checks payable to *the Parklander.*

Prices effective January 1, 2008
(rev12182007)