

# GO RIVERWALK

2010 MEDIA KIT

ABOUT GORIVERWALK

READERSHIP & DISTRIBUTION

EDITORIAL CALENDAR & CONTENT

**GO** AD RATES & PROGRAM INFO



## FORT LAUDERDALE'S CITY MAGAZINE

A PUBLICATION OF THE RIVERWALK TRUST

| AD SIZE/RATE                             | 1X RATE | 3X RATE | 6X RATE | ANNUAL (11X) |
|--|---------|---------|---------|--------------|
| Premium Positions (OBC, IFC, PG 1, 2, 3) | \$1,900 | \$1,800 | \$1,700 | \$1,595      |
| Full Page                                | \$1,650 | \$1,500 | \$1,400 | \$1,295      |
| 2/3 Page Island                          | \$1,195 | \$1,125 | \$1,050 | \$995        |
| 1/2 Page                                 | \$950   | \$875   | \$825   | \$750        |
| 1/4 Page                                 | \$495   | \$450   | \$425   | \$395        |

Double-page & Centerspread rates upon request. Custom ad packages available. 3x, 6x and 11x rates apply exclusively to consecutive monthly placements. Advertising is payable in advance and due 10 days prior to publication date. 6% discount allowed for prepayment in full of 6x & 11x ad insertion agreements.



| AD DIMENSIONS       | WIDTH  | HEIGHT  |
|---------------------|--------|---------|
| Full Page Bleed     | 8.625" | 11.125" |
| Full Page Trim      | 8.375" | 10.875" |
| Full Page Safe Area | 7.625" | 10.125" |
| Full Page Non-Bleed | 7.25"  | 9.75"   |
| 2/3 Page Island     | 4.75"  | 9.75"   |
| 1/2 Page            | 7.25"  | 4.75"   |
| 1/4 Page Standard   | 3.5"   | 4.75"   |
| 1/4 Page Horizontal | 7.25"  | 2.375"  |

### NEW VALUE ADDED FEATURES FOR ADVERTISERS

The following online added-value features are INCLUDED at no extra charge:

- Premium, FP, 2/3 pg. advertisers receive ad image banner & link on the all-new GO RIVERWALK website at [www.goriverwalk.com](http://www.goriverwalk.com)
- All-new GO RIVERWALK E-Newsletter featuring monthly promotions of your special offers, sales & discounts!
- Listing with contact info, link and Google locator map in the GO RIVERWALK online 'Who's Who!' feature page.

### SPECIFICATIONS

Digital ad files must be 300 dpi (CMYK color). Our preferred format is PDF. Other acceptable formats include TIF, EPS, AI, or PSD files only. We DO NOT accept Microsoft Publisher, Corel Draw, Quark or InDesign files. Files may be E-mailed or uploaded via FTP (contact us for FTP instructions). E-mail files to: [design@goriverwalk.com](mailto:design@goriverwalk.com).

### DEADLINES

Space reservation by the 8th of the month prior to pub. date. Final ad files due by the 10th of the month prior to pub. date.

### ADDITIONAL SERVICES

Complete design and photography services available at special Go Riverwalk partnership pricing.