

STANDARD POSITIONS*	RATE PER INSERTION			
	Open 1X	3x	6x	11x
2-Page Spread	\$6300	\$5900	\$5400	\$4900
Full Page	3350	3100	2850	2600
2/3 Page	2350	2175	2000	1875
1/2 Page	1875	1750	1625	1500
1/3 Page	1400	1300	1200	1100

* Standard positions are cancelable subject to Retroactive Rate Adjustment and Short Rate Penalty. See Terms and Conditions for details.

GUARANTEED POSITIONS**	RATE PER INSERTION			
	Open 1x	3x	6x	11x
2-Page Spread	\$7200	\$6700	\$6200	\$5700
Full Page	3900	3600	3300	3000

** Right-hand placement prior to the feature well, left-hand placement opposite section openers and placement opposite Flash pages. Guaranteed positions are noncancelable.

PREMIUM POSITIONS***	RATE PER INSERTION	
	6x	11x
Page 1	\$4000	\$3750
Table of Contents	3500	3250
Publisher's/Editor's Letter	3500	3250
Mastheads – 2/3 Page	2300	2100

*** Premium positions are noncancelable and require 6x minimum frequency.

COVERS****	RATE PER INSERTION	
	6x	11x
Back Cover	\$6750	\$6250
Inside Front	5600	5400
Inside Back	4800	4200
Inside Front and Page 1 Spread	9000	8350

**** Covers are noncancelable and require 6x minimum frequency.

ADDITIONAL INFORMATION

All rates are net. Rates are based on continuous insertions and print ready artwork. All ads are placed at the discretion of the Publisher. Covers, Premium Positions, and Guaranteed Positions are the only guaranteed placements.

PROFILES*****

Compelling stories written by our seasoned editorial team and captured by our professional photographers (one image) showcase an advertiser's unique narrative. Profiles are also published on our website.

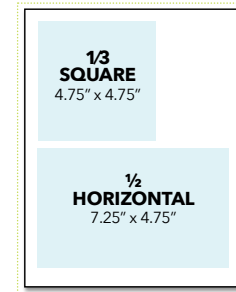
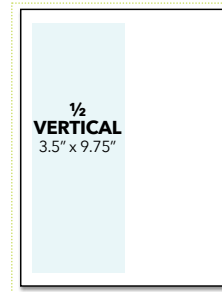
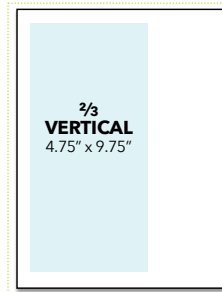
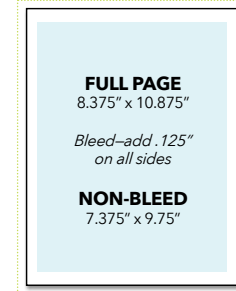
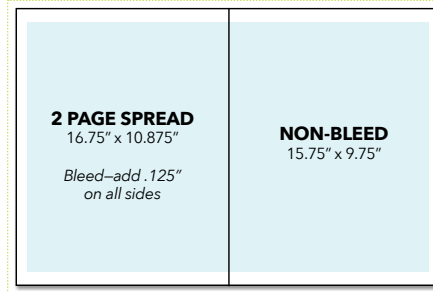
2-Page Spread	\$5400
Full Page	2900

DESIGN SERVICES*****

Ads can be created with provided components including high-res photo(s) and logo, descriptive copy, address, website and phone number. Files should be sent to production@bocaratonobserver.com.

Full Page	\$500
2/3 Page	300
1/2 Page	250
1/3 Page	175

***** Profiles are noncancelable. / ***** Fee includes two designs and is noncancelable.



SIZE	WIDTH	X	HEIGHT
PAGE SIZE/TRIM	8.375"	X	10.875"
2 PAGE SPREAD BLEED	16.75"	X	10.875"
2 PAGE SPREAD NON-BLEED	15.75"	X	9.75"
FULL PAGE BLEED	8.375"	X	10.875"
FULL PAGE NON-BLEED	7.375"	X	9.75"
2/3 VERTICAL	4.75"	X	9.75"
1/2 VERTICAL	3.5"	X	9.75"
1/2 HORIZONTAL	7.25"	X	4.75"
1/3 SQUARE	4.75"	X	4.75"

Preferred file format is High-Resolution PDF. Files should be uploaded to the advertiser's portal or sent via email to **production@bocaratonobserver.com**.

All images must be a minimum of 300 dpi at final print size. Images must be TIFF, JPEG or EPS format in CMYK. Please keep all type at least 1/4" from actual page size/trim on all sides.