THE BOCA RATON observer
THE AUTHORITY ON BOCA & BEYOND

2026 MEDIA KIT

RATES

STANDARD POSITIONS*	Open 1X	3x	6x	11x
	RATE PER INSERTION			
2-Page Spread	$6500	$6100	$5600	$5100
Full Page	3450	3200	2950	2700
2/3 Page	2400	2225	2050	1925
1/2 Page	1900	1775	1650	1525

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

GUARANTEED POSITIONS**	Open 1x	3x	6x	11x
2-Page Spread	$7300	$6800	$6300	$5800
Full Page	4000	3700	3400	3100

** 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***	6x	11x
Page 1	$4100	$3900
Table of Contents	3600	3350
Publisher's/Editor's Letter	3600	3350

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

COVERS****	6x	11x
Back Cover	$6900	$6400
Inside Front	5700	5500
Inside Back	4950	4350
Inside Front and Page 1 Spread	9150	8500

**** 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	$5600
Full Page	3000

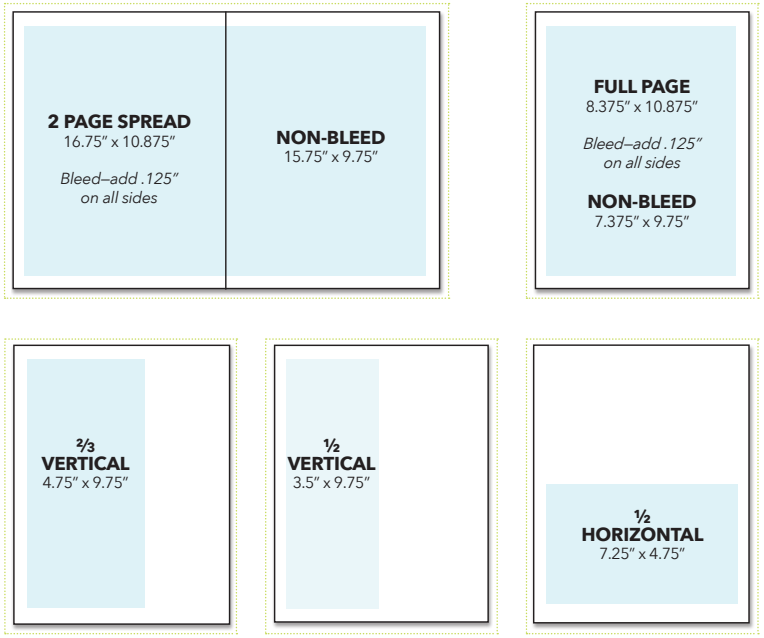
DESIGN SERVICES******

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

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

MECHANICAL SPECIFICATIONS



SIZE	WIDTH	X	HEIGHT
PAGE SIZE/TRIM	8.375"	X	10.875"
2 PAGE SPREAD BLEED Two page spreads should be provided as two individual facing pages using bleed and trim specifications shown.	16.75"	X	10.875"
2 PAGE SPREAD NON-BLEED Please provide document as two individual facing pages and keep graphics and type at least 1/4" from outside edges.	15.75"	X	9.75"
FULL PAGE BLEED Please provide document as 8.375" x 10.875" and add 1/8" bleed on all sides beyond page.	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"

Prefered 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.

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