# RATES

RATE PER INSERTION

| Standard Positions* | OPEN 1X | 3X | 6X | 11X |
|---|---|---|---|---|
| 2-Page Spread | $6900 | $6300 | $5800 | $5300 |
| Full Page | 3650 | 3350 | 3100 | 2800 |
| 2/3 Page | 2475 | 2300 | 2125 | 2000 |
| 1/2 Page | 1975 | 1850 | 1725 | 1600 |

* 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 | $7500 | $7000 | $6500 | $6000 |
| Full Page | 4100 | 3800 | 3500 | 3200 |

** 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 | $4200 | $4000 |
| Table of Contents | 3700 | 3450 |
| Publisher's/Editor's Letter | 3700 | 3450 |

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

| Covers**** | 6X | 11X |
|---|---|---|
| Back Cover | $7100 | $6600 |
| Inside Front | 5800 | 5600 |
| Inside Back | 5000 | 4400 |
| Inside Front and Page 1 Spread | 9450 | 8800 |

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

**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 | 3100 |

### 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 |

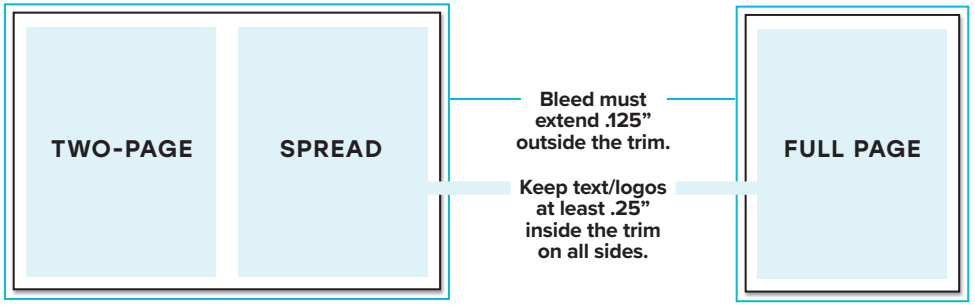
***** Profiles are noncancelable. / ****** Fee includes two designs and is noncancelable.

# MECHANICAL SPECIFICATIONS

THE BOCA RATON observer
2027 MEDIA KIT

Preferred file format is high-resolution PDF. Files should be uploaded to the advertiser's portal or emailed 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.



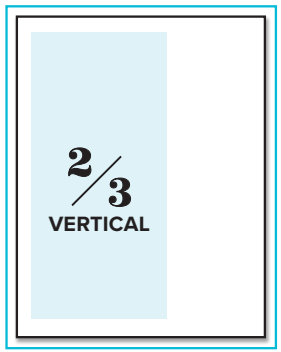

## 2-Page Spread

| | WIDTH X HEIGHT |
|---|---|
| TRIM SIZE | 16.75" X 10.875" |
| BLEED SIZE | 17" X 11.125" |
| SAFE AREA | 7.875" X 10.375" each page |

**Please provide document as two individual facing pages.**

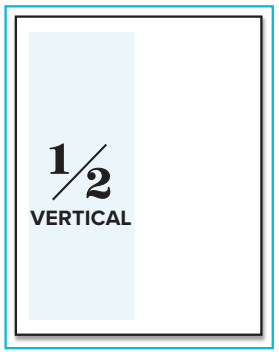
## Full Page

| | WIDTH X HEIGHT |
|---|---|
| TRIM SIZE | 8.375" X 10.875" |
| BLEED SIZE | 8.625" X 11.125" |
| SAFE AREA | 7.875" X 10.375" |




## Two-Thirds Page Vertical

4.75" X 9.75"
WIDTH X HEIGHT




## Half-Page Vertical

3.5" X 9.75"
WIDTH X HEIGHT

## Half-Page Horizontal

7.25" X 4.75"
WIDTH X HEIGHT

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